

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAYTIME #STNSCVG%TYPET/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
									PERS (2+)	WOMEN 18+	49	18-49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11		
EVENING																														
A DIFFERENT WORLD						A	20.2	30	1790	1767	319	271	99	782	330	516	442	318	224	443	193	308	266	194	107	197	125	344	219	
THU 8.30P 30 NBC 8						B	25.0	38	2213	1853	362	300	101	854	328	540	472	360	261	485	202	321	277	211	135	210	115	304	196	
206 99 CS 20						C	25.3	40	2240	1818	362	300	99	850	332	534	465	350	263	490	203	319	283	212	136	199	110	279	180	
A YEAR IN THE LIFE						A	12.0	18	1063	1551	318	235	88	902	292	468	429	389	372	410	151	240	202	179	148	103	58^	136	76	
WED 9.00P 60 NBC 6						B	12.7	19	1121	1562	317	252	102	879	297	498	450	384	322	428	158	259	242	194	138	124	76	132	74	
198 99 GD 17						C	12.4	20	1101	1563	330	270	96	861	301	504	457	377	303	432	160	260	242	195	142	133	81	136	82	
9.00 - 9.30						A	11.9	18	1054	1565	324	242	82	899	287	465	430	384	371	413	151	246	204	181	147	109	66	145	81	
9.30 - 10.00						A	12.0	18	1063	1550	315	230	95	912	301	475	431	398	377	411	153	236	201	179	149	97	51^	129	72	
ADVENTURES-BEANS BAXTER(R)						A	2.0	3	177	1941	121^	120^	91^	564	285^	416	255^	235^	146^	638	307^	481	363	260^	117^	349^	155^	390	291^	
SAT 9.00P 30 FOX 8						B	2.1	3	187	1789	199	174	71^	486	264	387	312	190	78^	587	334	489	397	224	62^	275	105^	441	323	
110 81 CS 17						C	2.2	4	191	1758	227	193	69^	499	244	386	319	224	88^	563	297	439	358	217	88^	304	136^	392	277	
ALF						A	18.6	27	1648	1941	281	238	78	721	288	471	408	308	199	515	224	395	335	245	99	224	101	481	320	
MON 8.00P 30 NBC 8						B	18.5	27	1642	1988	315	264	94	769	307	513	459	329	209	540	248	408	350	242	107	228	99	452	292	
205 99 CS 20						C	18.9	28	1672	1951	319	268	100	738	320	512	451	305	182	525	249	404	349	229	96	242	113	445	288	
AMEN						A	14.1	23	1249	1692	291	201	60	837	208	383	371	376	391	441	140	243	191	209	173	198	113	216	130	
SAT 9.30P 30 NBC 6						B	18.2	30	1613	1782	316	232	76	870	254	428	401	372	375	508	168	280	254	224	192	170	106	234	164	
203 98 CS 18						C	17.9	31	1586	1743	320	235	65	877	239	421	403	385	393	501	155	264	249	226	201	152	94	213	149	
BEAUTY & THE BEAST						A	14.9	24	1320	1647	358	266	70	919	239	461	464	436	382	505	110	263	269	271	207	66	44^	157	92	
FRI 8.00P 60 CBS 7						B	14.3	23	1263	1734	358	276	73	900	249	488	468	444	348	569	149	305	295	297	225	91	55	173	96	
209 99 A 17						C	13.5	23	1196	1722	344	264	77	885	250	483	462	429	339	564	149	306	296	298	219	92	54	181	108	
8.00 - 8.30						A	14.0	23	1240	1646	342	253	74	900	239	448	455	423	376	515	113	271	279	275	210	66	43^	166	100	
8.30 - 9.00						A	15.8	25	1400	1647	373	277	67	935	239	472	472	448	388	496	107	256	259	267	205	67	45^	149	85	
BILL COSBY SHOW						A	23.6	35	2091	1843	313	259	88	818	295	490	424	343	286	474	176	307	272	223	139	182	107	369	232	
THU 8.00P 30 NBC 8						B	28.7	44	2543	1878	345	277	88	873	294	505	454	380	312	518	190	315	282	234	169	177	93	310	198	
211 99 CS 22						C	28.4	45	2513	1820	345	279	88	861	299	496	444	363	309	516	189	309	283	230	170	169	91	273	175	
BOYS WILL BE BOYS						A	2.8	5	248	1676	231^	209^	54^	499	280	387	291	178^	109^	533	238^	455	393	260	62^	281	168^	364	243^	
SAT 8.00P 30 FOX 6						B	2.9	5	255	1689	269	228	44^	534	261	410	342	231	100^	493	273	408	339	198	55^	285	144	377	249	
112 80 CS 6						C	2.9	5	255	1689	269	228	44^	534	261	410	342	231	100^	493	273	408	339	198	55^	285	144	377	249	
CAGNEY & LACEY						A	11.9	19	1054	1495	314	241	75	843	250	455	435	411	315	513	146	270	251	243	216	61	35^	79	55^	
TUE 10.00P 60 CBS 6						B	13.7	23	1211	1517	317	234	63	875	209	434	460	451	365	515	135	251	238	254	232	64	35	63	39	
208 98 OP 6						C	13.7	23	1211	1517	317	234	63	875	209	434	460	451	365	515	135	251	238	254	232	64	35	63	39	
10.00 - 10.30						A	11.6	18	1028	1495	305	233	81	845	246	455	436	416	317	508	143	268	253	236	214	62^	36^	81	59^	
10.30 - 11.00						A	12.2	21	1081	1496	322	248	70	841	254	455	434	406	313	518	148	273	249	249	219	60	34^	77	52^	
CBS SUNDAY MOVIE						A	15.0	23	1329	1788	362	268	77	817	275	511	507	418	241	694	213	444	437	389	190	138	57	139	99	
SUN 9.00P 120 CBS 8						B	17.0	26	1504	1667	335	244	55	852	212	438	440	437	347	638	155	324	336	344	256	82	38	95	63	
209 99 FF 21						C	17.7	28	1569	1650	339	243	62	875	220	443	444	441	362	608	154	308	314	323	247	80	38	88	55	
BRING THE HEAD OF DOBIE GILLIS																														
CONT'D																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAYTIME #STNSCVG%TYPE					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING				WOMEN					MEN					TEENS		CHILDREN					
							AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+ 49	LOH 18-49 W/CH <3	18- 34	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
EVENING CONT'D																														
CBS SUNDAY MOVIE-CONT'D																														
9.00 - 9.30							A	15.8	23	1400	1800	371	276	79	851	261	501	496	432	284	692	196	423	420	386	211	118	49	139	101
9.30 - 10.00							A	15.3	22	1356	1813	374	279	81	828	285	521	520	419	240	693	207	444	434	394	194	135	58	157	114
10.00 - 10.30							A	14.8	23	1311	1802	358	263	75	801	277	515	513	420	221	699	222	455	450	395	180	158	67	144	99
10.30 - 11.00							A	13.9	23	1232	1758	346	255	74	796	282	515	506	404	217	702	232	463	453	386	173	143	56	117	80
CHEERS							A	19.5	28	1728	1620	320	267	101	726	328	499	432	302	181	512	231	366	329	224	120	160	103	222	141
THU 9.00P 30 NBC 8							B	23.9	37	2116	1751	368	309	107	827	340	545	483	345	233	547	230	382	342	248	133	168	90	208	130
206 99 CS 21							C	24.0	38	2123	1725	367	305	107	824	342	537	475	338	237	557	234	382	344	250	139	159	87	185	112
DALLAS							A	17.1	27	1515	1614	327	235	65	979	221	430	433	432	477	448	104	193	202	192	223	49	27^	138	88
FRI 9.00P 60 CBS 6							B	17.5	28	1548	1637	327	240	51	967	222	426	438	428	467	494	125	234	235	226	227	63	31	113	76
210 99 GD 19							C	17.1	29	1515	1649	325	237	69	966	229	435	449	423	460	493	124	238	244	231	220	58	32	132	91
9.00 - 9.30							A	16.5	26	1462	1626	326	233	64	986	217	427	433	439	484	451	104	187	200	190	230	51	24^	139	84
9.30 - 10.00							A	17.7	28	1568	1602	329	237	66	972	225	433	433	425	470	446	105	198	204	194	216	47	29^	137	92
DECISION '88-NEW HAMPSHIRE(S)							A	5.4	9	478	1413	215	166	22^	710	116^	305	312	338	363	579	136	253	272	296	259	60^	25^	63^	24^
TUE 10.00P 60 NBC P																														
200 99																														

10.00 - 10.30					A	6.0	9	532	1458	219	161	25^	728	116^	305	315	354	375	591	143	265	276	305	261	73^	29^	66^	25^
10.30 - 11.00					A	4.7	8	416	1385	214	175	18^	703	118^	311	315	326	355	577	131^	243	272	291	261	44^	21^	61^	23^
DESIGNING WOMEN					A	15.3	22	1356	1674	386	303	78	906	294	511	492	407	341	524	178	299	301	244	174	90	59	154	80
MON 8.30P 30 CBS 2					B	14.8	21	1307	1629	356	279	93	853	285	472	458	375	327	514	173	290	291	244	181	103	63	160	91
208 99 CS 2					C	14.8	21	1307	1629	356	279	93	853	285	472	458	375	327	514	173	290	291	244	181	103	63	160	91
DISNEY'S DTV DOGGONE HITS(S,R)					A	11.9	19	1054	1899	223	186	118	674	280	446	375	279	200	419	178	289	251	178	104	198	113	609	365
FRI 8.00P 60 NBC CE																												
201 99																												
8.00 - 8.30					A	11.6	19	1028	1844	226	187	112	689	273	441	374	286	217	425	173	289	247	182	111	171	98	559	331
8.30 - 9.00					A	12.2	20	1081	1953	219	185	123	659	286	450	376	273	183	413	183	289	254	174	97	224	128	656	397
DUET					A	3.1	5	275	1486	281	277	70^	651	364	528	385	236	110^	560	270	416	331	262	104^	135^	103^	139^	105^
SUN 9.30P 30 FOX 8					B	2.8	4	248	1552	327	290	92^	683	374	530	435	254	131	564	335	458	351	200	81^	166	98^	138	89^
120 87 CS 18					C	2.8	4	246	1647	335	303	85^	668	374	534	424	246	113	611	347	505	398	232	81^	203	122	165	107
EQUALIZER					A	11.9	19	1054	1590	256	192	71	779	212	415	398	387	312	622	182	352	330	300	224	101	56^	89	48^
WED 10.00P 60 CBS 6					B	12.3	21	1090	1580	278	207	64	762	206	408	382	386	311	656	182	365	345	339	245	85	39	77	41
210 99 PD 17					C	12.7	22	1129	1583	272	189	65	751	197	394	385	389	305	668	191	371	360	352	245	87	38	77	40
10.00 - 10.30					A	12.0	19	1063	1612	269	203	75	788	222	425	397	387	313	620	188	351	325	295	224	105	55^	98	49^
10.30 - 11.00					A	11.7	20	1037	1581	244	183	67	775	204	407	402	390	314	628	178	356	338	308	226	98	57^	79	47^
FACTS OF LIFE					A	13.0	22	1152	1736	305	215	69	833	250	423	369	344	349	419	137	254	228	223	126	215	150	268	180
SAT 8.00P 30 NBC 8					B	15.0	25	1327	1749	312	247	89	829	277	447	379	316	337	465	168	277	246	202	155	181	113	273	186
195 98 CS 19					C	14.9	26	1322	1735	309	243	79	841	266	438	384	323	357	458	161	262	237	196	163	170	109	266	176

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
						HOUSEHOLD AUDIENCES		TOTAL WORKING LOH													W O M E N				M E N					T E E N S		CHILDREN	
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	TOTAL 18- 34 49 54 64 55+					TOTAL 18- 34 49 54 64 55+					TOTAL 12- 17		TOTAL 2- 6- 11									
EVENING CONT'D																																	
FALCON CREST																																	
FRI	10.00P	60	CBS	6	A	14.5	25	1285	1544	316	225	47^	959	224	416	418	424	478	429	113	182	192	170	208	44^	28^	113	78					
	209	99	GD	18	B	14.7	25	1298	1590	324	245	49	962	238	440	437	430	456	458	125	214	214	206	213	68	44	102	71					
	10.00 - 10.30				C	14.5	26	1289	1592	325	243	63	953	231	440	444	427	447	455	120	216	219	211	207	66	42	118	83					
	10.30 - 11.00				A	14.6	25	1294	1568	311	218	53	960	222	416	420	420	481	435	120	193	203	172	200	47^	29^	127	86					
					A	14.3	25	1267	1530	323	235	41^	964	228	420	418	431	478	427	107	172	181	169	217	41^	28^	99	71					
FAMILY TIES																																	
SUN	8.00P	30	NBC	8	A	18.6	27	1648	1906	368	316	104	761	353	555	463	307	169	553	274	408	333	219	105	258	146	333	231					
	204	99	CS	23	B	17.7	25	1565	1876	382	319	103	812	364	561	478	328	201	578	276	420	364	244	117	203	118	282	188					
					C	19.2	29	1700	1909	382	328	102	796	370	569	480	320	183	590	288	441	377	248	106	218	120	305	207					
48 HOURS																																	
TUE	8.00P	60	CBS	5	A	5.1	8	452	1586	259	162	53^	782	177	309	275	344	424	600	159	298	302	282	254	89^	44^	115^	51^					
	208	99	DN	5	B	8.9	13	790	1547	274	190	67	756	193	369	380	361	318	609	174	339	339	312	219	60	23^	122	71					
					C	8.9	13	790	1547	274	190	67	756	193	369	380	361	318	609	174	339	339	312	219	60	23^	122	71					
48 HOURS ON THE CAMPAIGN TRAIL																																	
	8.00 - 8.30				A	5.5	8	487	1594	254	154	52^	794	175	314	285	358	429	595	147	285	295	289	258	91^	44^	114^	43^					
	8.30 - 9.00				A	4.7	7	416	1576	266	171	54^	768	180	304	265	327	418	606	173	313	310	274	248	87^	44^	115^	61^					
FRANK'S PLACE																																	
MON	9.30P	30	CBS	2	A	13.2	19	1170	1561	348	270	83	869	281	471	467	371	333	479	184	300	276	213	146	78	39^	134	78					
					B	12.1	17	1072	1540	323	249	87	821	271	431	431	338	332	520	184	318	308	247	169	72	34^	127	72					

	210	99	CS	2	C	12.1	17	1072	1540	323	249	87	821	271	431	431	338	332	520	184	318	308	247	169	72	34^	127	72
GOLDEN GIRLS SAT					A	18.1	28	1604	1685	302	200	61	871	213	375	365	379	433	445	111	220	200	221	194	162	95	207	127
	9.00P	30	NBC	8	B	23.3	38	2068	1769	325	235	76	902	255	431	406	381	407	497	154	260	244	218	201	140	88	230	161
	204	98	CS	22	C	22.5	38	1993	1728	315	229	67	899	239	411	391	379	428	486	142	245	235	216	207	132	83	211	147
HIGH MOUNTAIN RANGERS SAT					A	10.2	17	904	1862	250	162	74	866	183	359	360	404	443	721	180	372	349	352	312	108	60^	166	96
	8.00P	60	CBS	8	B	12.3	20	1086	1907	313	220	55	846	188	408	424	441	370	746	199	384	389	388	297	114	51	200	126
	206	99	A	8	C	12.3	20	1086	1907	313	220	55	846	188	408	424	441	370	746	199	384	389	388	297	114	51	200	126
	8.00 - 8.30				A	9.8	16	868	1856	247	157	68^	884	173	354	359	414	463	719	177	359	336	343	324	106	62^	147	82
	8.30 - 9.00				A	10.6	17	939	1868	252	166	80	850	192	363	361	394	425	723	183	384	361	360	301	111	58^	183	110
HIGHWAY TO HEAVEN WED					A	16.9	26	1497	1762	317	226	71	910	212	420	430	442	412	513	138	269	253	257	209	149	85	190	119
	8.00P	60	NBC	8	B	15.8	25	1402	1756	300	221	67	902	195	416	415	435	418	534	139	271	260	269	224	132	70	188	118
	207	99	GD	20	C	14.9	24	1317	1743	294	215	64	885	189	399	407	428	416	529	131	256	249	270	235	128	64	200	125
	8.00 - 8.30				A	16.2	25	1435	1745	310	219	68	907	204	406	420	443	422	517	131	263	248	263	219	145	81	177	113
	8.30 - 9.00				A	17.5	27	1551	1789	327	234	75	919	222	436	441	444	405	513	145	277	258	253	202	154	89	203	125
HOUSTON KNIGHTS SAT					A	9.3	15	824	1716	226	156	80	776	200	372	339	356	358	712	219	396	367	334	273	104	47^	124	66^
	9.00P	60	CBS	7	B	10.1	16	899	1844	317	244	89	817	227	464	450	413	302	739	236	421	419	366	250	117	50	171	102
	203	97	OP	7	C	10.1	16	899	1844	317	244	89	817	227	464	450	413	302	739	236	421	419	366	250	117	50	171	102
	9.00 - 9.30				A	9.1	14	806	1718	214	148	83	780	198	365	337	349	369	706	218	395	363	330	273	106	51^	126	65^
	9.30 - 10.00				A	9.5	15	842	1715	236	164	78	771	201	378	341	363	347	718	220	397	371	337	273	102	42^	123	67^
HUNTER TUE					A	13.5	20	1196	1628	278	214	70	838	162	408	402	450	377	579	183	299	251	268	243	115	65	96	59
	9.00P	60	NBC	7	B	15.5	23	1375	1676	277	206	61	851	174	401	412	448	382	620	144	305	315	335	256	95	49	110	69

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18-49 18- W/CH 49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11	
EVENING CONT'D																												
HUNTER-CONT'D																												
	202	98	OP	7	C	15.5	23	1375	1676	277	206	61	851	174	401	412	448	382	620	144	305	315	335	256	95	49	110	69
	9.00 - 9.30				A	13.7	20	1214	1643	278	215	71	842	157	412	408	452	380	578	180	298	249	269	243	122	71	101	59
	9.30 - 10.00				A	13.2	19	1170	1625	281	214	70	840	169	407	399	451	376	584	187	301	255	269	245	109	58	92	58
JAKE AND THE FATMAN																												
TUE	9.00P	60	CBS	7	A	9.6	14	851	1569	292	206	67^	845	212	373	364	386	412	523	104	207	206	231	282	87	42^	114	69^
	206	99	OP	18	B	11.9	18	1053	1629	280	190	55	822	180	369	373	415	395	598	117	268	263	319	292	94	46	115	72
	9.00 - 9.30				C	12.2	19	1078	1589	271	185	56	812	175	355	362	402	398	592	123	264	269	312	287	81	39	104	67
	9.30 - 10.00				A	9.3	14	824	1589	294	206	67^	844	207	362	359	391	419	539	106	214	218	244	288	86	43^	120	75^
					A	9.9	14	877	1550	290	206	67^	845	216	384	368	382	405	508	103	200	195	219	276	87	42^	109	64^
J.CLAVELL'S NOBLE HOUSE-1(S)																												
SUN	9.00P	120	NBC		A	17.9	27	1586	1645	335	270	73	854	234	463	446	423	333	614	177	332	322	297	227	104	56	73	41
	204	99	GD																									
	9.00 - 9.30				A	18.6	26	1648	1697	340	274	80	863	251	475	454	426	335	608	182	327	308	284	226	116	54	110	62
	9.30 - 10.00				A	18.2	27	1613	1628	331	263	70	855	229	457	440	424	343	598	169	318	306	287	227	109	60	66	35^
	10.00 - 10.30				A	17.6	27	1559	1617	331	266	70	839	223	457	439	421	324	619	178	337	331	303	227	95	55	64	35^
	10.30 - 11.00				A	17.3	29	1533	1625	337	274	70	854	229	460	448	420	330	628	179	345	343	314	228	93	56	50	29^
J.J. STARBUCK																												
SAT	10.00P	60	NBC	6	A	12.9	22	1143	1696	277	190	63	819	215	402	376	407	360	576	131	306	287	316	237	147	88	154	101
	201	98	GD	7	B	13.6	24	1203	1743	319	220	59	843	226	416	400	418	358	591	157	304	292	309	244	142	86	166	108
	10.00 - 10.30				C	13.9	25	1228	1757	321	220	59	857	224	417	405	426	367	604	161	309	299	313	249	136	83	161	105
	10.30 - 11.00				A	12.7	21	1125	1713	283	192	62	833	219	405	377	412	370	560	136	299	266	297	230	158	91	162	101
					A	13.1	23	1161	1679	271	188	64	806	211	399	375	402	351	592	126	312	307	334	245	135	85	146	101
KATE & ALLIE																												
MON	8.00P	30	CBS	7	A	14.5	21	1285	1602	370	265	81	891	254	454	421	426	374	496	142	249	258	245	200	96	62	119	66
	208	99	CS	10	B	14.7	22	1302	1569	344	259	75	874	256	432	406	382	383	481	144	236	231	215	213	86	56	129	80
					C	15.0	22	1325	1572	346	258	76	866	254	434	407	382	376	485	144	242	238	221	209	88	58	133	84
KNOTS LANDING																												
THU	10.00P	60	CBS	7	A	15.5	24	1373	1553	365	289	78	913	319	510	475	375	344	433	172	277	249	177	130	96	54	110	71
	209	99	GD	19	B	16.4	27	1452	1575	379	304	79	946	323	544	487	408	349	426	166	267	239	185	132	101	64	102	63
	10.00 - 10.30				C	15.6	26	1384	1546	377	301	84	929	322	532	476	396	343	430	174	267	242	182	134	89	50	98	63
	10.30 - 11.00				A	15.2	23	1347	1569	361	286	76	914	319	506	471	374	345	441	178	284	250	176	131	95	56	119	79
					A	15.9	26	1409	1528	365	291	79	907	318	511	475	373	341	424	164	270	246	178	129	96	51	102	64
L.A. LAW																												
THU	10.00P	60	NBC	6	A	17.2	27	1524	1590	317	255	91	738	268	455	423	342	231	634	245	411	383	305	179	110	55	108	55
	208	99	GD	16	B	20.0	33	1772	1608	348	281	100	811	302	521	490	383	235	603	223	395	376	298	166	106	57	88	48
	10.00 - 10.30				C	19.0	33	1686	1596	342	274	102	801	301	511	481	373	236	616	232	402	379	300	172	96	55	84	45
	10.30 - 11.00				A	17.3	26	1533	1594	322	256	90	741	271	457	429	343	229	619	230	400	379	308	177	120	59	115	62
					A	17.1	28	1515	1585	312	254	92	735	265	453	416	340	233	649	260	422	388	302	182	100	50	101	47
MAGNUM, P.I.																												
WED	9.00P	60	CBS	5	A	12.4	19	1099	1698	291	233	89	817	225	450	440	399	314	596	207	340	322	261	196	135	60	151	86
	206	99	PD	11	B	14.4	22	1274	1666	317	245	77	843	238	468	452	419	317	605	196	343	326	283	213	102	39	115	67
					C	14.3	22	1269	1651	322	247	76	834	235	457	439	414	325	600	191	345	324	294	211	103	42	115	67
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

1B PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING PERS				LOH 18-49 W/CH					WOMEN					MEN					TEENS		CHILDREN	
									(2+)	18+	49	<3	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOT. 12-	TOT. 12-	TOT. 2-	TOT. 6-
EVENING CONT'D																															
MAGNUM, P.I.-CONT'D 9.00 - 9.30 9.30 - 10.00					A A	11.8 13.1	18 20	1045 1161	1747 1641	279 300	224 240	91 87	820 807	220 228	443 452	426 449	401 393	327 300	606 582	215 199	345 333	324 318	257 262	199 193	143 126	67 53^	179 125	106 68			
MARRIED...WITH CHILDREN SUN 8.30P 30 FOX 8 123 87 CS 18					A B C	5.7 4.5 4.3	8 6 6	505 402 382	1826 1918 1951	292 331 334	276 302 299	109^ 119 105	627 702 691	359 407 387	511 554 548	417 458 434	245 241 253	86^ 123 112	713 697 703	352 431 426	556 591 594	455 445 461	328 231 245	100^ 75 80	208 205 237	58^ 82 100	279 314 319	190 220 211			
MATLOCK TUE 8.00P 60 NBC 8 204 98 GD 18 8.00 - 8.30 8.30 - 9.00					A B C A A	18.3 18.7 17.7 17.5 19.1	27 27 27 26 28	1621 1659 1569 1551 1692	1716 1672 1636 1720 1712	275 255 248 268 282	205 172 161 201 209	62 51 49 59 64	886 900 885 884 889	141 123 124 131 150	364 322 305 352 375	378 358 344 369 386	441 452 441 439 443	466 508 508 474 458	611 612 601 618 604	135 96 99 136 134	265 233 230 266 264	248 246 241 248 248	286 313 303 287 286	307 331 327 316 299	100 70 63 98 102	61 38 31 60 61	119 91 87 120 117	72 56 50 74 71			
MIAMI VICE FRI 9.00P 60 NBC 7 209 99 OP 18 9.00 - 9.30 9.30 - 10.00					A B C A A	13.6 13.5 13.9 13.4 13.8	21 22 23 21 22	1205 1199 1227 1187 1223	1698 1773 1783 1706 1690	305 337 331 310 301	263 290 279 264 262	113 109 103 116 110	704 764 763 709 699	296 302 303 296 296	473 526 517 467 478	383 457 455 383 383	302 353 350 303 302	206 203 210 213 198	609 656 656 584 633	270 279 276 258 282	433 445 442 412 452	368 406 412 349 386	259 292 166 247 270	151 162 166 147 155	150 149 142 153 147	93 78 75 97 89	235 205 221 260 210	130 119 127 143 118			
MR. PRESIDENT(R) SAT 9.30P 30 FOX 6 109 80 CS 6					A B C	1.9 2.0 2.0	3 3 3	168 174 174	1892 1709 1709	274^ 272 272	256^ 208 208	124^ 76^ 76^	704 604 604	328^ 260 260	460 388 388	335^ 345 345	288^ 270 270	244^ 186^ 186^	617 589 589	253^ 294 294	417 426 426	317^ 359 359	264^ 238 238	164^ 115^ 115^	242^ 204 204	110^ 92^ 92^	328^ 312 312	255^ 228 228			
MURDER, SHE WROTE SUN 8.00P 60 CBS 7 210 99 SM 22 8.00 - 8.30 8.30 - 9.00					A B C A A	19.0 20.3 20.4 18.3 19.8	27 29 30 26 28	1683 1795 1808 1621 1754	1706 1650 1610 1691 1711	341 317 313 331 349	220 205 200 214 224	27^ 36 41 22^ 30^	936 919 899 919 947	137 135 135 121 150	351 340 331 329 369	384 377 364 365 400	480 467 450 468 489	509 503 496 520 497	640 603 590 646 632	109 90 97 103 113	246 221 226 243 248	267 246 247 262 270	317 317 305 317 316	339 331 317 352 325	52 52 54 49 54	22^ 24 26 21^ 23^	78 76 68 76 78	51 44 41 55 48			
MY TWO DADS SUN 8.30P 30 NBC 7 201 99 CS 19					A B C	17.0 16.7 17.1	24 24 25	1506 1477 1514	1910 1859 1867	358 375 375	311 316 326	105 97 100	778 798 790	347 358 369	573 560 573	469 468 483	326 325 318	173 193 175	508 537 549	216 250 263	363 393 412	318 345 359	232 231 235	102 110 101	297 241 240	172 141 135	327 283 288	242 196 202			
NBC MONDAY NIGHT MOVIES MON 9.00P 120 NBC 7 202 99 FF 20 THE RETURN OF DESPERADO 9.00 - 9.30 9.30 - 10.00 10.00 - 10.30 10.30 - 11.00					A B C A A A A	16.0 17.0 17.0 16.1 16.3 16.1 15.4	24 26 27 23 24 25 26	1418 1509 1510 1426 1444 1426 1364	1751 1710 1652 1828 1771 1746 1668	300 342 336 306 299 302 295	235 277 269 239 237 235 230	77 89 86 72 74 81 82		755 851 860	245 289 284	445 529 508	409 485 465	373 409 404	252 266 293	683 531 495	218 176 167	411 325 302	382 313 284	352 274 248	220 162 157	155 169 146	81 92 83	158 160 151	107 102 94		
NEW HART MON 9.00P 30 CBS 8 CONT'D					A B	16.8 15.8	24 23	1488 1403	1689 1616	359 340	288 274	81 92	879 829	291 292	496 474	474 444	384 350	323 308	549 567	212 203	343 351	319 341	250 267	157 180	101 91	55 45	160 130	97 79			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18-49 W/CH <3											TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-				
#STNS	CVG%		TYPE						18+	49		18-	18-	25-	35-		18-	18-	25-	35-								
												TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
NEWHART-CONT'D																												
	208	99	CS	21	C	16.6	25	1474	1608	362	289	99	842	302	487	460	355	300	536	198	338	324	250	167	99	56	132	83
NIGHT COURT THU	9.30P 204	30 99	NBC CS	7 17	A	18.3	27	1621	1583	332	278	105	721	306	493	441	321	180	542	233	390	351	254	121	152	87	168	109
					B	22.1	35	1954	1737	363	306	110	823	336	548	491	351	226	571	235	403	364	267	133	165	85	177	110
					C	22.8	36	2021	1670	362	302	110	812	331	536	484	350	227	566	237	393	358	256	137	147	77	145	84
OUR HOUSE SUN	7.00P 200	60 99	NBC GD	7 20	A	12.0	19	1063	1897	324	264	59^	819	220	456	430	397	315	527	156	299	295	270	172	221	135	330	246
					B	11.4	17	1006	1824	323	257	71	808	239	446	417	375	308	564	189	337	323	279	176	166	92	287	208
					C	12.1	19	1072	1827	333	270	71	813	251	452	427	364	308	577	201	352	332	278	175	167	90	270	188
					A	11.0	18	975	1882	319	259	60^	839	210	449	433	406	341	534	150	296	297	279	180	207	126	302	222
					A	13.1	20	1161	1894	326	267	58	796	227	458	425	387	291	517	161	300	291	261	164	231	141	351	264
PRESIDENTIAL PORTRAIT TUE&THU	9.58P 209	1 99	CBS DO	18 53	A	11.5	17	1019	1546	291	211	59	831	227	397	391	361	373	504	151	267	249	220	204	86	46	125	78
					B	13.3	21	1178	1583	323	240	66	867	228	438	429	421	368	522	151	276	267	257	211	86	43	108	64
					C	13.1	21	1163	1584	322	238	72	853	235	435	424	405	355	535	160	290	280	265	208	88	44	108	67
ST. ELSEWHERE WED	10.00P 204	60 99	NBC GD	6 17	A	13.0	21	1152	1462	339	263	96	852	297	504	468	406	288	481	198	303	279	204	147	54^	31^	74	33^
					B	13.3	22	1174	1509	331	269	121	847	308	536	508	410	247	517	207	349	325	243	132	70	47	75	34
					C	13.5	23	1200	1506	333	269	116	837	312	532	507	399	244	511	207	343	321	234	137	82	51	75	41

10.00 - 10.30					A	12.8	20	1134	1465	333	253	97	862	295	495	464	407	306	470	197	294	272	194	144	56^	28^	76	33^
10.30 - 11.00					A	13.1	22	1161	1470	348	274	96	848	301	517	476	407	272	495	202	314	288	215	150	53^	34^	73	32^
SIMON & SIMON																												
THU	9.00P	60	CBS	7	B	12.6	18	1116	1648	268	197	62	786	214	376	405	365	335	592	178	350	344	296	202	96	46^	175	112
	207	99	PD	10	B	13.1	20	1159	1646	295	214	68	839	210	421	418	415	356	566	165	304	310	287	210	102	52	140	90
	9.00 - 9.30				C	12.8	19	1133	1637	285	202	68	830	205	410	406	408	359	568	168	305	309	287	212	96	49	142	87
	9.30 - 10.00				A	12.1	18	1072	1670	268	200	67	778	208	372	404	373	330	616	190	372	362	306	204	91	45^	185	117
					A	13.0	19	1152	1641	270	196	58	799	221	383	409	361	342	573	169	332	329	288	201	102	48^	166	109
60 MINUTES																												
SUN	7.00P	60	CBS	8	A	20.2	32	1790	1560	290	193	42	750	143	288	309	347	399	702	179	337	341	324	311	35^	7^	74	44
	211	99	DN	23	B	19.7	30	1742	1567	286	193	36	802	149	300	324	366	437	683	152	305	316	330	330	35	14^	47	27
	7.00 - 7.30				C	21.0	33	1861	1557	281	190	42	767	148	298	315	351	408	699	166	327	338	337	318	40	16	52	28
	7.30 - 8.00				A	19.7	32	1745	1556	283	184	42	736	137	275	300	343	398	717	178	344	349	340	317	33^	6^	70	40
					A	20.7	32	1834	1564	298	201	42	762	148	299	316	351	399	687	181	331	333	309	305	36	8^	78	49
SONNY SPOON																												
FRI	10.00P	60	NBC	2	A	11.3	19	1001	1664	279	234	97	673	268	462	379	324	179	610	255	428	370	287	152	187	103	193	118
	205	99	PD	2	B	11.7	20	1032	1703	303	265	95	725	276	501	441	355	187	604	251	408	360	283	159	180	91	194	121
	10.00 - 10.30				C	11.7	20	1032	1703	303	265	95	725	276	501	441	355	187	604	251	408	360	283	159	180	91	194	121
	10.30 - 11.00				A	11.3	19	1001	1675	278	236	101	675	268	467	382	327	177	611	251	427	371	291	153	193	109	196	121
					A	11.3	20	1001	1652	279	231	92	672	268	458	377	321	180	608	260	429	368	283	151	182	97	191	115
SPORTSBREAK-SAT																												
SAT	9.58P	1	CBS	8	A	8.6	14	762	1658	249	178	64^	734	207	356	323	335	333	708	237	395	363	334	258	93	41^	123	70^
	210	99	SN	22	B	10.1	17	890	1761	320	247	79	822	233	439	434	399	317	689	221	394	387	336	239	104	41	146	90
					C	8.7	15	767	1685	300	227	68	802	221	412	408	378	330	649	196	362	366	321	231	101	43	133	82
SPORTSBREAK-SUN																												
CONT'D					A	14.6	21	1294	1809	368	270	78	828	291	523	525	418	238	682	204	437	433	390	188	134	53	165	114

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		CHILDREN		
						DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	18-49 W/CH	18-49 W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-
EVENING CONT'D																												
SPORTSBREAK-SUN-CONT'D																												
SUN	9.52P	1	CBS	8	B	17.1	26	1511	1677	346	259	56	862	222	460	456	444	337	632	159	323	332	336	252	85	40	98	64
	210	99	SN	22	C	17.4	27	1543	1657	344	251	63	880	223	454	451	447	358	608	153	310	312	325	247	80	38	89	56
TOUR OF DUTY																												
THU	8.00P	60	CBS	6	A	11.9	17	1054	1741	268	207	65	660	221	373	382	316	216	711	266	491	464	350	179	123	58^	247	143
	206	99	GD	16	B	11.8	18	1047	1735	262	208	74	691	219	406	401	336	233	738	267	493	465	359	200	110	37	196	128
	8.00 - 8.30				C	11.0	17	978	1680	260	201	64	670	202	387	375	329	237	728	261	483	459	360	198	119	42	163	101
	8.30 - 9.00				A	11.4	17	1010	1754	269	209	64	671	229	379	382	314	221	712	262	485	462	350	187	125	62^	246	143
					A	12.3	18	1090	1742	268	207	66	655	215	370	385	320	213	715	272	500	470	353	173	123	55^	250	144
TRACEY ULLMAN SHOW																												
SUN	9.00P	30	FOX	8	A	3.2	5	284	1647	230	227	61^	600	328	484	352	237	101^	597	274	434	358	288	122^	195^	123^	255	181^
	119	86	CS	21	B	3.2	5	284	1663	317	279	85^	672	356	509	427	254	139	603	339	481	393	229	89^	190	101	198	138
					C	3.1	5	273	1713	331	290	80^	655	349	508	428	254	118	619	339	510	413	246	84^	227	125	211	142
20 ANNIV OF CLOWN COLLEGE(S)																												
WED	8.00P	60	CBS		A	8.8	14	780	1779	233	172	72^	699	221	349	325	306	302	532	192	335	312	245	157	169	89	379	255
	202	98	GV																									
	8.00 - 8.30				A	8.9	14	789	1763	231	170	73^	698	222	343	317	302	307	540	190	338	307	255	164	163	80^	363	238
	8.30 - 9.00				A	8.7	13	771	1795	234	175	72^	699	221	355	333	309	297	524	195	332	318	235	151	176	98	396	272

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	35- 55+	18- 34	18- 49	25- 54	35- 64	35- 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11								
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
WISEGUY-CONT'D																																	
	210	99	OP	7	C	11.5	19	1015	1526	312	249	74	782	240	447	419	366	292	599	200	369	364	301	186	82	28^	63	37					
	10.00 - 10.30				A	11.4	18	1010	1517	301	243	77	844	243	470	461	391	317	496	207	323	287	215	142	80	50^	98	52					
	10.30 - 11.00				A	11.5	20	1019	1502	288	230	74	821	224	447	438	383	327	528	212	336	299	220	165	69	41^	84	47^					
WNTR OLYMS-MON-8:00PM-2(S)										A	18.1	27	1604	1662	300	238	76	716	193	414	446	390	231	705	260	448	437	344	197	106	36^	135	87
MON	8.00P	180	ABC																														
	218	99	SE																														
	8.00 - 8.30				A	16.1	23	1426	1596	265	207	72	716	162	370	416	388	277	657	210	375	374	319	218	93	44^	129	69					
	8.30 - 9.00				A	17.0	24	1506	1660	254	198	82	675	164	363	408	375	241	712	248	438	439	351	210	109	43	164	95					
	9.00 - 9.30				A	17.7	25	1568	1675	301	239	82	702	195	408	434	377	229	681	259	442	429	324	194	112	38^	180	121					
	9.30 - 10.00				A	19.4	28	1719	1694	319	256	74	728	201	426	456	391	233	717	271	460	446	348	199	112	31^	137	89					
	10.00 - 10.30				A	20.6	32	1825	1663	326	265	71	731	217	453	475	398	206	710	277	471	451	349	178	108	32^	113	79					
	10.30 - 11.00				A	18.2	31	1613	1638	315	247	74	722	208	442	466	403	207	731	278	479	465	361	184	96	28^	90	66					
WNTR OLYMS-TUE-8:00PM-2(S)										A	25.5	39	2259	1710	356	288	89	829	281	519	507	409	245	589	205	357	359	289	181	123	67	168	117
TUE	8.00P	180	ABC																														
	218	99	SE																														
	8.00 - 8.30				A	21.3	32	1887	1691	337	271	85	790	258	487	474	393	241	525	184	318	307	259	162	140	75	236	153					
	8.30 - 9.00				A	23.5	34	2082	1752	366	297	89	808	283	516	502	393	224	555	198	340	330	268	169	146	73	244	171					
	9.00 - 9.30				A	25.2	37	2233	1742	365	300	92	824	275	519	507	411	239	585	201	358	360	289	175	138	76	194	136					
	9.30 - 10.00				A	25.7	38	2277	1748	369	304	91	852	290	541	522	419	248	608	210	373	380	300	185	129	67	158	114					
	10.00 - 10.30				A	29.3	45	2596	1689	353	281	91	851	291	526	515	417	259	615	214	371	378	301	192	107	59	116	84					
	10.30 - 11.00				A	27.8	47	2463	1660	350	276	88	844	286	523	520	420	256	630	218	374	385	310	196	91	55	94	66					
WNTR OLYMS-WED-8:00PM-2(S)										A	19.3	30	1710	1628	261	210	65	710	220	410	418	344	240	653	219	395	416	333	186	134	50	131	83
WED	8.00P	180	ABC																														
	219	99	SE																														
	8.00 - 8.30				A	17.1	27	1515	1652	274	224	78	750	228	430	431	346	263	615	205	365	386	305	186	111	38^	176	102					
	8.30 - 9.00				A	17.4	26	1542	1668	257	213	71	702	229	420	422	332	228	667	215	393	425	341	201	127	41	172	112					
	9.00 - 9.30				A	20.8	31	1843	1675	249	202	64	711	227	412	419	341	244	665	216	397	430	347	194	141	53	158	104					
	9.30 - 10.00				A	19.9	30	1763	1600	243	194	56	675	210	390	401	334	225	663	221	409	432	344	184	152	57	109	71					
	10.00 - 10.30				A	20.9	33	1852	1594	276	218	62	722	221	414	424	357	239	632	217	386	399	320	174	143	59	98	62					
	10.30 - 11.00				A	19.7	33	1745	1585	271	209	60	704	206	398	412	354	241	674	237	417	423	339	181	124	46	82	51					
WNTR OLYMS-THU-8:00PM-2(S)										A	18.9	28	1675	1640	311	228	75	801	213	430	436	413	303	603	189	340	356	299	198	105	39	131	81
THU	8.00P	180	ABC																														
	219	99	SE																														
	8.00 - 8.30				A	16.7	24	1480	1618	295	223	58	804	199	409	418	410	329	560	160	290	306	274	213	108	48	146	81					
	8.30 - 9.00				A	18.3	27	1621	1650	305	229	77	823	217	427	439	411	330	584	170	313	328	286	211	107	36^	136	76					
	9.00 - 9.30				A	19.9	29	1763	1657	291	214	83	782	199	413	422	397	309	616	188	349	359	310	202	109	34^	150	95					
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN										
								PERS	WOMEN		18-49	18- W/CH	18- 49	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11
EVENING CONT'D																																		
WNTR OLYMS-THU-8:00PM-2(-CONT'D																																		
9.30 - 10.00										A	20.7	30	1834	1655	308	228	88	809	219	443	442	414	304	618	195	354	375	308	196	99	38	129	85	
10.00 - 10.30										A	20.0	30	1772	1619	325	237	77	788	224	450	450	417	267	610	205	363	379	301	182	105	39	116	76	
10.30 - 11.00										A	17.9	29	1586	1627	338	237	63	796	214	432	440	431	282	621	209	363	378	308	184	100	41	110	70	
WNTR OLYMS-FRI-8:00PM-2(S)										A	15.1	25	1338	1621	296	229	54	729	204	408	432	378	245	668	203	409	433	353	195	82	27^	142	100	
FRI 8.00P 180 ABC																																		
219 99 SE																																		
8.00 - 8.30										A	14.1	23	1249	1577	270	199	58	762	205	380	387	364	308	577	158	310	328	288	217	73	23^	165	103	
8.30 - 9.00										A	14.1	23	1249	1579	278	214	56	745	207	396	412	361	277	627	179	369	404	327	193	65	16^	142	92	
9.00 - 9.30										A	15.5	24	1373	1674	287	233	43^	720	190	410	432	392	235	691	208	441	463	376	184	97	32^	167	128	
9.30 - 10.00										A	14.6	23	1294	1665	296	232	42^	708	193	402	434	389	226	711	226	453	477	381	186	90	28^	156	116	
10.00 - 10.30										A	17.1	29	1515	1623	309	238	63	715	212	418	445	372	223	699	224	436	459	367	196	79	27^	130	93	
10.30 - 11.00										A	15.0	27	1329	1624	334	257	61	737	218	444	481	394	214	702	222	437	460	378	199	86	36^	99	67	
WNTR OLYMS-SAT-7:00PM-2(S)										A	21.3	36	1887	1800	331	256	66	837	225	463	460	428	311	691	227	409	426	341	211	115	47	158	109	
SAT 7.00P 253 ABC																																		
219 99 SE																																		
7.00 - 7.30										A	16.3	29	1444	1676	280	212	44	761	166	357	383	383	337	659	189	356	374	314	243	111	47	146	98	
7.30 - 8.00										A	19.0	33	1683	1763	302	239	56	794	193	407	411	401	331	690	219	390	397	324	233	120	53	160	111	
8.00 - 8.30										A	20.1	33	1781	1843	295	229	65	803	212	434	444	401	310	722	243	430	442	343	221	110	33^	208	134	
8.30 - 9.00										A	20.6	33	1825	1854	322	249	73	824	233	467	466	417	295	709	259	447	443	336	200	114	39	206	136	
9.00 - 9.30										A	20.9	33	1852	1847	332	258	71	842	228	481	471	445	297	721	254	442	457	353	200	120	48	163	115	
9.30 - 10.00										A	23.3	37	2064	1784	342	263	71	846	232	477	463	441	309	691	226	407	432	349	209	103	43	143	99	
10.00 - 10.30										A	26.3	44	2330	1797	355	276	75	874	250	500	481	439	310	671	212	398	428	349	204	119	54	134	98	
10.30 - 11.00										A	23.6	41	2091	1812	369	283	65	887	245	509	507	459	308	676	215	399	424	353	204	122	53	129	93	
11.00 - 11.30										A	22.2	40	1967	1774	384	292	60	877	250	508	500	451	300	658	225	404	421	334	183	112	50	127	92	
WNTR OLYMS-SUN-7:00PM-2(S)										A	17.1	26	1515	1736	316	252	57	790	232	458	464	395	266	712	266	461	460	345	189	118	41^	116	77	
SUN 7.00P 240 ABC																																		
219 99 SE																																		
7.00 - 7.30										A	13.8	22	1223	1708	296	233	54	807	219	437	458	394	304	654	216	390	391	314	214	117	41^	130	88	
7.30 - 8.00										A	15.3	23	1356	1728	318	249	50	814	226	454	473	412	290	664	224	417	420	346	189	108	40^	143	97	
8.00 - 8.30										A	17.3	25	1533	1759	320	264	56	799	228	468	483	402	265	704	240	448	469	366	189	96	32^	160	103	
8.30 - 9.00										A	17.5	25	1551	1850	309	260	64	785	226	470	470	398	255	772	299	516	517	373	188	147	42	146	95	
9.00 - 9.30										A	19.3	27	1710	1800	336	264	61	815	243	459	463	397	278	720	268	452	459	341	199	145	53	119	80	
9.30 - 10.00										A	18.6	27	1648	1729	327	260	56	795	243	458	454	387	264	716	281	466	460	333	186	129	41	89	63	
10.00 - 10.30										A	17.7	28	1568	1694	320	254	59	772	247	474	469	386	239	733	298	501	487	347	173	103	37^	86	61	
10.30 - 11.00										A	17.0	28	1506	1635	299	236	58	750	224	444	447	391	246	725	292	488	466	341	179	95	38^	65	39^	
WOMEN IN PRISON										A	2.6	4	230	1773	169^	145^	64^	513	254^	381	261^	220^	131^	591	217^	435	404	323	114^	283	158^	386	254^	
CONT'D																																		

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.15-21,1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS			LOH 18-49	W O M E N					M E N					T E E N S				CHILDREN							
								18-	W/CH		18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	6-											
(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11														
EVENING CONT'D																																	
WOMEN IN PRISON-CONT'D																																	
SAT	8.30P	30	FOX	8	B	2.4	4	208	1734	253	208	63^	523	247	384	322	233	112^	533	288	421	352	213	75^	258	152	420	296					
	111	80	CS	17	C	2.5	4	220	1674	272	218	67^	564	235	382	340	274	142	537	256	391	334	220	114^	228	131	345	240					

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								WORKING WOMEN	W O M E N					M E N					T E E N S			C H I L D R E N							
									18- 18+	18- 49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12-	FEM. 12-	TOT. 12-	TOT. 2-	MALE 6-	FEM. 6-	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 18+	18- 49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	17	17	14	5	11	11		
EARLY EVENING NEWS																													
ABC WORLD NEWS TONIGHT					A	12.0	21	1060	238	167	786	145	316	344	391	404	549	121	246	273	261	247	32	27^	23^	41	15^	21^	
MON-FRI 6.30P 30 ABC 39					B	11.8	20	1048	247	174	793	156	332	353	403	399	569	128	254	281	278	258	30	35	27	42	22^	22^	
216 99 N 103					C	11.0	20	976	231	164	768	148	310	322	376	405	574	130	254	275	272	266	27	28	25^	40	23^	21^	
ABC WRLD NEWS TONIGHT-SAT																													
SAT 6.30P 30 ABC 8					A	10.0	19	886	255	170	761	141	291	314	354	411	631	175	315	339	277	258	38^	13^	27^	29^	29^	31^	
159 87 N 11					B	8.5	16	749	229	146	757	124	262	283	360	434	626	148	279	308	299	278	27^	24^	26^	35^	33^	27^	
					C	7.8	15	693	220	139	747	123	255	278	349	430	632	151	279	305	297	283	27^	22^	26^	38^	30^	25^	
ABC WRLD NEWS TONIGHT-SUN																													
SUN 6.30P 30 ABC 7					A	11.8	22	1045	288	228	815	208	406	397	393	363	652	175	349	354	327	251	45^	35^	31^	34^	33^	26^	
164 86 N 20					B	7.8	14	693	252	183	794	171	337	343	383	400	643	155	307	334	331	269	41^	36^	36^	41^	30^	34^	
					C	7.1	13	628	229	167	764	151	294	300	344	420	621	144	281	290	303	287	37^	30^	34^	33^	25^	29^	
CBS EVENING NEWS-RATHER																													
MON-FRI 6.30P 30 CBS 40					A	11.1	19	982	233	150	773	139	278	294	335	433	581	92	217	230	289	322	23^	27^	21^	35	24^	22^	
210 99 N 109					B	12.3	21	1085	229	144	777	128	281	301	341	438	596	102	232	234	285	329	29	24	25	34	25	26	
					C	11.9	22	1054	222	136	757	127	270	294	333	429	591	105	230	233	281	326	28	21^	25	36	23^	23^	
CBS EVENING NEWS-SUNDAY																													
SUN 6.15P 15 CBS 8					A	7.4	14	656	207	137	623	105	214	231	284	358	687	156	310	312	316	331	36^	18^	19^	35^	22^	35^	
187 89 N 10					B	7.6	13	671	228	156	753	106	248	274	336	449	653	133	279	280	305	338	21^	23^	20^	22^	18^	21^	
					C	7.3	13	644	221	145	745	107	236	266	322	451	646	132	275	275	300	336	22^	21^	22^	21^	16^	17^	
CBS EVENING NEWS-SUNDAY(B)					A	3.5	7	310	246	161^	669	115^	217	207	259	415	697	115^	256	241	318	395	35^	24^	27^	34^	8^	19^	
SUN 6.00P 15 CBS N																													
97 42 N																													
CBS SAT. NEWS-SCHIEFFER																													
SAT 6.32P 28 CBS 7					A	5.0	10	443	250	148	743	107^	257	252	319	433	732	157	318	329	355	363	12^	62^	33^	25^	13^	8^	
154 82 N 18					B	6.7	13	593	197	122	745	109	235	251	304	455	659	137	260	261	301	350	19^	22^	27^	36^	22^	21^	
					C	7.1	14	627	187	112	729	105	217	237	287	461	624	129	247	252	281	338	27^	20^	28^	34^	22^	15^	
NBC NIGHTLY NEWS																													
MON-FRI 6.30P 30 NBC 39					A	10.0	18	882	204	143	800	116	261	290	343	477	580	127	252	263	268	289	21^	34^	28^	31^	16^	17^	
201 99 N 104					B	11.2	19	995	219	151	801	133	288	317	356	444	590	140	263	271	272	279	26^	29	26	35	20^	23^	
					C	10.8	20	955	211	146	790	129	280	311	346	443	593	139	257	266	263	288	28	32	29	33	19^	22^	
NBC NIGHTLY NEWS-SAT.																													
SAT 6.30P 30 NBC 6					A	8.1	16	718	170	117	814	122	226	262	321	522	670	122	255	278	319	367	33^	28^	35^	30^	14^	27^	
171 91 N 18					B	7.9	15	701	189	127	780	120	232	264	293	483	630	138	260	261	270	333	29^	30^	35^	40^	22^	32^	
					C	8.5	17	754	180	114	778	111	220	252	295	496	613	126	233	238	255	339	23^	24^	25^	32^	18^	21^	
NBC NIGHTLY NEWS-SUN																													
SUN 6.30P 30 NBC 4					A	8.0	15	709	244	174	858	122	311	356	355	489	732	133	285	348	325	359	25^	28^	35^	32^	25^	30^	
179 92 N 10					B	6.5	11	580	236	153	810	110	250	297	332	489	637	118	246	276	278	329	25^	27^	25^	27^	34^	27^	
					C	6.8	12	599	234	157	796	122	266	292	336	469	652	135	270	282	293	330	31^	29^	30^	33^	28^	23^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL				WORKING WOMEN				W O M E N						M E N					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	18+ 18-	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17	
LATE FRINGE																												
ABC NEWS:NIGHTLINE SPEC.(S)					A	3.6	15	319	1183	247	185^	209	25v	569	91^	276	270	337	318	82^	563	168^	350	325	393	351	41v	<<
MON 12.01A 45 ABC																												
211 98 N																												
12.00 - 12.30					A	3.9	15	346	1187	243	180^	207	26v	571	94^	288	279	344	327	76^	566	165^	342	328	400	354	39v	<<
12.30 - 1.00					A	3.0	15	266	1197	262	199^	216^	22v	574	86^	253	253	326	304	99^	565	176^	376	324	383	350	45v	<<
ABC NEWS:NIGHTLINE SPEC.(S)					A	3.8	15	337	1284	214	158^	145^	32v	586	143^	317	317	343	312	66^	644	216	390	375	464	420	22v	16v
WED 12.01A 30 ABC																												
214 98 N																												
12.00 - 12.30					A	3.8	15	337	1288	216	159^	146^	32v	589	144^	320	320	346	314	66^	645	216	391	376	465	421	22v	15v
12.30 - 1.00					A	3.2	15	284	1379	205^	147^	122^	25v	581	126^	274	274	299	274	74^	711	251	441	413	506	459	44v	31v
ABC NEWS:NIGHTLINE SPEC.(S)					A	4.4	17	390	1305	270	206	186	61^	628	131^	345	336	385	332	92^	579	216	338	320	384	328	18v	<<
THU 12.01A 30 ABC																												
214 98 N																												
12.00 - 12.30					A	4.5	17	399	1284	265	202	182	60^	619	129^	341	333	380	328	90^	569	212	333	315	378	324	17v	<<
12.30 - 1.00					A	3.7	16	328	1259	273	205	205	68^	573	122^	291	264	315	274	119^	567	235	329	306	352	288	33v	<<
ABC NEWS:NIGHTLINE SPEC.(S)					A	6.0	18	532	1396	195	166	182	44^	651	164	336	311	372	363	35^	656	208	374	363	472	455	16v	27v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
														TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S			
											PERS				18- 25-		15-	18-		18-	21-	21-	25-	15-	18-		18-	21-	21-	25-	12-	12-	
											(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17			
LATE FRINGE CONT'D																																	
CBS LATE NIGHT I-CONT'D																																	
WED&THU 11.30P 66																																	
11.30 - 12.00										A	4.6	14	403	1395	293	225	241	58^	751	206	404	397	461	432	65^	500	137	282	271	314	290	40^	49^
12.00 - 12.30										A	4.1	15	362	1381	284	220	223	71^	716	176	363	351	424	389	71^	529	159	318	298	351	317	29^	44^
12.30 - 1.00										A	3.2	15	280	1371	298	242	228	82^	714	191	374	358	429	389	59^	551	166	356	329	382	359	18^	38^
1.00 - 1.30										A	2.3	14	199	1288	321	254	219^	79^	689	255	387	382	458	406	18^	532	136^	338	334	383	372	9^	29^
1.30 - 2.00										A	1.9	14	168	1294	387	303^	216^	160^	785	376^	486	428	518	439	<<	464	95^	274^	274^	347^	347^	<<	22^
CBS LATE NIGHT II																																	
MON 12.36A 49										A	2.5	14	218	1283	298	235	230	75^	653	184	361	346	394	357	64^	519	173	355	343	399	366	33^	48^
1.17A 84										B	2.5	14	218	1383	307	250	236	95^	719	235	450	418	462	417	96^	537	201	371	352	398	339	33^	39^
TUE 1.32A 53										C	2.4	14	209	1350	303	236	240	94^	721	231	431	399	450	408	84^	508	205	350	330	378	326	25^	32^
WED 12.36A 52																																	
THU 12.36A 51																																	
FRI 12.30A 57																																	
12.30 - 1.00										A	2.8	13	247	1287	269	216	223	66^	641	157	342	330	365	337	71^	512	182	353	340	394	355	37^	59^
1.00 - 1.30										A	2.5	14	218	1288	287	225	236	60^	627	156	350	339	380	351	77^	541	189	380	367	418	379	41^	45^
1.30 - 2.00										A	1.9	15	168	1263	410	319^	227^	148^	756	341^	450	416	514	423	<<	484	102^	293^	290^	363^	362^	<<	22^
2.00 - 2.30										A	1.8	17	159	1209	407	313^	228^	137^	730	329^	424	395^	514	428	6^	456	96^	284^	278^	351^	351^	<<	22^
BS NEWS NIGHTWATCH-1																																	
M-WTHSU 2.00A 30										A	0.9	9	80	1237	288^	182^	225^	46^	681	200^	322^	293^	336^	333^	72^	460	136^	252^	248^	343^	298^	36^	28^
53 55										B	0.9	9	81	1286	289^	208^	219^	74^	679	227^	385	361	404	364	75^	506	188^	320	296^	375	348	40^	17^
										C	0.9	9	78	1253	283^	209^	209^	73^	692	238^	385	357	407	374	71^	469	190^	319^	294^	340	309^	22^	16^
BS NEWS NIGHTWATCH-1(B)																																	
TUE 2.28A 2										A	0.5^	4^	44^	1293^	226^	179^	226^	194^	825^	297^	475^	475^	523^	330^	<<	468^	106^	218^	218^	270^	270^	<<	<<
30 35																																	
BS NEWS NIGHTWATCH-2																																	
M-WTHSU 2.30A 30										A	1.0	12	91	1192	299^	181^	223^	44^	679	177^	331^	305^	361	361	37^	413	88^	167^	166^	276^	260^	32^	31^
66 63										B	0.9	11	81	1229	312^	203^	216^	60^	662	205^	368	346	395	364	72^	472	165^	279^	259^	340	312^	42^	17^
										C	0.9	11	77	1224	313^	213^	213^	68^	682	229^	382	355	410	379	68^	457	186^	305^	284^	330^	296^	21^	16^
BS NEWS NIGHTWATCH-2(B)																																	
TUE 2.30A 30										A	0.6^	7^	53^	1017^	171^	110^	110^	129^	678^	198^	372^	372^	372^	243^	<<	339^	71^	145^	145^	145^	145^	<<	<<
41 41																																	
BS NEWS NIGHTWATCH-3																																	
M-THSU 3.00A 180										A	0.9	16	83	1099	303^	187^	196^	49^	703	180^	320^	293^	353^	343^	48^	315^	109^	153^	153^	215^	184^	19^	16^
102 81										B	0.8	15	73	1102	292^	187^	195^	45^	674	151^	315^	298^	357	335^	58^	372	125^	209^	202^	253^	216^	21^	8^
										C	0.8	16	73	1122	299^	179^	197^	55^	689	170^	305^	283^	365	339^	53^	365	135^	222^	214^	242^	205^	12^	10^
3.00 - 3.30										A	1.1	15	96	1193	317^	204^	211^	85^	722	216^	350	307^	351	334^	40^	349^	89^	156^	156^	235^	218^	34^	26^
3.30 - 4.00										A	1.0	16	87	1132	312^	202^	206^	68^	704	189^	318^	278^	343^	338^	39^	351^	116^	169^	169^	250^	222^	10^	32^
4.00 - 4.30										A	0.9	17	83	1092	299^	191^	189^	53^	703	173^	312^	285^	346^	338^	47^	305^	107^	150^	150^	214^	184^	18^	25^
4.30 - 5.00										A	0.9	17	78	1072	293^	190^	181^	40^	726	178^	331^	309^	356^	346^	51^	275^	114^	151^	151^	203^	171^	19^	8^
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FEB. 15-21, 1988

[illegible]

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S MALE FEM.	
									TOTAL PERS	WORKING WOMEN			W O M E N						M E N											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17			
LATE FRINGE CONT'D																														
TONIGHT SHOW-CONT'D																														
MON-FRI	11.30P	60	NBC	39	B	6.5	21	574	1427	281	221	211	89	749	234	423	389	439	402	98	546	216	349	321	357	310	42^	34^		
	202	99	GV	101	C	6.3	21	556	1418	284	224	215	92	748	236	421	389	440	399	95	545	212	353	325	361	314	37^	35^		
	11.30 - 12.00				A	6.7	19	597	1433	257	196	192	82	743	224	385	358	409	368	95	564	205	339	314	352	306	40^	27^		
	12.00 - 12.30				A	5.7	21	505	1376	261	207	189	98	728	238	402	370	414	364	98	531	221	345	316	344	298	39^	31^		
TOP OF THE POPS																														
FRI	11.30P	60	CBS	8	A	2.4	7	213	1361	378	344	349	103^	741	278^	479	451	486	443	66^	479	216^	322	312	356	310	26^	46^		
	159	81	GV	22	B	2.4	7	208	1564	345	302	264	166	759	325	539	479	509	436	160	563	259	404	369	403	325	77^	63^		
	11.30 - 12.00				C	2.3	7	206	1517	327	277	261	159	748	302	503	452	499	435	127	531	250	391	363	396	326	57^	69^		
	12.00 - 12.30				A	2.6	7	230	1417	365	324	337	101^	765	282	471	437	486	447	51^	516	217^	339	325	364	329	23^	37^		
					A	2.1	7	186	1358	412	385	380	109^	748	287^	512	489	511	460	87^	456	224^	317^	310^	362	300^	30^	60^		
WNTR OLYMS-MON-11:30PM-2(S)					A	6.8	20	602	1365	281	216	212	66^	675	172	390	370	430	395	67^	571	177	338	313	395	371	44^	23^		
MON	11.30P	31	ABC																											
	219	99	SE																											
	11.30 - 12.00				A	6.8	20	602	1373	282	217	213	66^	680	174	392	372	433	398	67^	573	177	337	314	396	372	45^	24^		
	12.00 - 12.30				A	5.8	20	514	1322	279	224	227	67^	628	149	375	357	406	358	98^	626	216	404	363	432	398	31^	10^		
WNTR OLYMS-TUE-11:30PM-2(S)					A	8.0	24	709	1460	267	202	221	59^	708	174	438	426	480	448	85^	644	233	433	408	473	419	26^	44^		
TUE																														
	11.30P	31	ABC																											
	220	99	SE																											
	11.30 - 12.00				A	8.1	24	718	1458	267	202	220	59^	707	174	438	426	480	447	85^	643	232	431	406	471	418	26^	44^		
	12.00 - 12.30				A	5.6	20	496	1420	260	193	215	52^	689	158	415	406	456	427	87^	634	253	463	439	492	430	25^	41^		
WNTR OLYMS-WED-11:30PM-2(S)					A	6.4	19	567	1377	251	180	191	57^	667	175	363	355	405	361	87^	616	202	346	330	422	377	64^	7^		
WED	11.30P	31	ABC																											
	220	99	SE																											
	11.30 - 12.00				A	6.4	19	567	1384	253	182	193	57^	672	175	365	357	407	364	88^	618	202	346	331	423	378	65^	7^		
	12.00 - 12.30				A	5.3	18	470	1398	241	163	176	75^	640	182	358	358	396	335	72^	671	233	398	389	478	431	43^	15^		
WNTR OLYMS-THU-11:30PM-2(S)					A	7.2	21	638	1413	273	217	178	96^	719	209	427	395	441	392	106	555	224	357	336	385	326	34^	21^		
THU	11.30P	31	ABC																											
	220	99	SE																											
	11.30 - 12.00				A	7.2	21	638	1426	275	219	180	97^	726	212	431	399	446	396	108	559	226	360	338	388	329	34^	22^		
	12.00 - 12.30				A	5.4	18	478	1377	265	214	180	76^	679	186	408	380	415	373	90^	578	220	357	341	388	336	31^	16^		
WNTR OLYMS-FRI-11:30PM-2(S)					A	7.4	19	656	1463	296	243	265	60^	715	229	417	394	454	438	69^	627	231	374	357	458	431	36^	34^		
FRI	11.30P	31	ABC																											
	220	99	SE																											
	11.30 - 12.00				A	7.5	19	665	1446	292	239	262	60^	706	226	412	388	448	432	69^	620	228	369	353	453	425	36^	33^		
	12.00 - 12.30				A	7.1	20	629	1453	300	265	276	53^	712	234	437	416	476	465	54^	613	229	381	369	462	442	28^	35^		
WNTR OLYMS-SAT-11:30PM-2(S)					A	8.2	21	727	1582	315	246	258	75^	765	184	439	414	474	446	69^	616	182	347	330	428	399	50^	46^		
SAT	11.43P	30	ABC																											
	CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18- 25- (2+)	18+ 49 54	15- 24 TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24 TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE CONT'D																												
WNTR OLYMS-SAT-11:30PM-2-CONT'D																												
	218	99	SE		A	8.9	22	789	1591	318 244 259	74^	774	180	444	421	481	453	64^	618	175	343	328	426	401	51^	43^		
	11.30 - 12.00				A	7.4	20	656	1543	305 244 252	77^	739	188	425	398	455	428	77^	603	191	348	328	425	391	46^	48^		
	12.00 - 12.30																											
WNTR OLYMS-SUN-11:30PM-2(S)					A	7.3	22	647	1417	284 214 231	61^	722	177	389	372	449	414	96^	603	229	403	373	438	402	43^	19v		
SUN	11.30P	30	ABC																									
	219	99	SE																									

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									LOH WORKING		W O M E N					M E N					T E E N S		C H I L D R E N						
									18-49	WOMEN											MALE	FEM.	MALE	FEM.	TOTAL				
								W/CH	18-	18-	18-	25-	35-						12-	12-	2-	2-	6-						
								<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11		
MON-FRI EARLY MORNING																													
ABC WORLD NEWS-MORN-615A						A	1.3	14	119	88^	312	248^	706	117^	409	416	446	258^	426	123^	232^	266^	230^	129^	15v	27v	<<	17v	13v
MON-FRI 6.15A 15 ABC 40						B	1.3	14	115	77^	274	206^	645	147^	383	395	385	212^	491	153^	319	341	270	121^	23v	27v	10v	25v	13v
143 83 N 105						C	1.3	14	119	70^	265	212^	622	159^	371	378	357	207^	504	149^	310	334	289	145^	19v	25v	11v	18v	13v
ABC WORLD NEWS-MORN-645A						A	2.1	14	184	89^	322	259	655	186	443	479	371	159^	483	110^	265	327	303	127^	47^	43v	15v	27v	31v
MON-FRI 6.45A 15 ABC 40						B	2.1	15	182	74^	284	218	636	197	403	427	331	181	493	144	300	330	273	131^	50^	36v	19v	23v	32v
185 92 N 105						C	2.1	16	190	68^	274	215	622	170	386	405	339	186	486	134^	267	297	280	156	41^	34v	22v	22v	30v
BEFORE HOURS						A	0.8	9	67	39v	305^	260^	583	157^	329^	358^	281^	205^	437^	184^	263^	280^	169^	142^	60v	9v	<<	<<	<<
MON-FRI 6.15A 15 NBC 40						B	0.8	11	74	65v	335^	294^	625	165^	372	359	338^	224^	441	205^	285^	269^	150^	126^	42v	20v	12v	13v	15v
149 86 N 105						C	0.7	10	65	70v	322^	285^	622	166^	382^	374^	320^	209^	426	198^	263^	246^	134^	130^	25v	25v	<<	14v	19v
CBS MORNING NEWS- 6:30AM						A	1.3	12	117	75^	240^	148^	582	167^	302	353	362	219^	460	117^	233^	233^	239^	187^	24v	9v	25v	21v	47v
MON-FRI 6.30A 30 CBS 40						B	1.3	12	113	71^	260	174^	606	158^	352	384	367	198^	449	102^	218^	223^	237	188^	30v	12v	23v	12v	28v
151 89 N 110						C	1.2	12	106	56v	272	152^	613	138^	292	330	352	254	407	101^	187^	188^	212^	188^	20v	14v	31v	16v	31v
CBS THIS MORNING-1						A	2.2	11	197	22v	200	112^	667	106^	226	259	325	392	461	88^	202	217	215	230	18v	<<	<<	9v	11v
MON-FRI 7.30A 30 CBS 40						B	2.2	11	198	39^	204	148	669	121^	293	303	321	339	454	78^	203	217	227	216	23v	9v	23v	20v	33^
201 98 N 60						C	2.2	11	192	44^	192	133	660	119^	271	284	305	348	444	77^	198	205	217	217	22v	8v	23v	19v	30v
CBS THIS MORNING-2						A	2.4	10	211	29v	168	95^	723	117^	230	254	341	455	373	61^	118^	127^	154^	234	13v	3v	18v	41^	32v
MON-FRI 8.30A 30 CBS 40						B	2.5	11	225	37^	173	110^	742	118	259	275	346	440	399	59^	144	154	174	228	13v	10v	23v	20v	26v
201 98 N 60						C	2.5	11	220	39^	163	99^	729	127	250	268	323	432	398	64^	145	149	167	228	12v	8v	27v	20v	29v
GOOD MORNING, AMERICA-730						A	4.4	20	390	55^	221	176	724	155	405	411	396	276	432	94	209	233	241	177	11v	8v	20v	21v	27^
MON-FRI 7.30A 30 ABC 40						B	4.1	20	366	57^	240	179	713	164	389	404	382	277	422	95	191	218	228	185	14v	8v	26^	27^	33^
216 99 N 104						C	4.2	21	376	59^	242	185	711	157	377	396	376	284	429	99	194	214	223	193	16v	7v	23^	23^	28^
GOOD MORNING, AMERICA-830						A	4.6	19	408	75^	200	164	755	179	398	411	402	305	361	69^	154	177	204	164	9v	17v	13v	25^	24^
MON-FRI 8.30A 30 ABC 40						B	4.5	19	402	68	198	152	750	158	357	379	401	340	375	66	146	175	214	181	10v	9v	24^	27^	25^
214 99 N 105						C	4.5	20	399	71	203	157	760	153	356	375	397	347	376	68	147	167	201	187	10v	7v	23^	25^	21^
NBC NEWS AT SUNRISE						A	1.9	18	167	38v	259	198^	620	119^	320	357	331	240	481	131^	226	257	229	189^	35v	27v	<<	24v	17v
MON-FRI 6.00A 30 NBC 40						B	2.0	20	176	65^	314	256	646	149	371	387	369	224	517	144^	246	271	247	216	24v	19v	12v	12v	15v
198 98 N 105						C	1.9	20	173	68^	317	264	644	152	380	399	360	213	493	123^	226	246	240	219	20v	34v	14v	12v	20v
TODAY SHOW-7.30AM						A	4.7	22	420	35^	224	164	703	113	334	351	400	323	448	95	202	228	218	207	16v	11v	16v	16v	19v
MON-FRI 7.30A 30 NBC 40						B	4.7	23	419	41^	223	160	681	116	316	341	379	315	467	104	218	228	229	220	19^	10v	20^	18^	26^
205 99 N 105						C	4.6	23	405	53^	221	161	679	129	323	346	363	310	481	111	228	231	229	228	17^	12v	23^	19^	28^
TODAY SHOW-8.30AM						A	5.0	21	441	44^	168	120	708	92	276	301	379	384	437	104	189	193	204	219	9v	3v	21^	12v	10v
MON-FRI 8.30A 30 NBC 40						B	5.3	22	467	38^	168	126	725	110	290	315	372	390	424	94	178	180	192	223	11v	6v	19^	17^	17^
205 99 N 105						C	4.8	22	428	59^	165	129	721	121	308	330	369	372	430	96	194	192	200	218	11v	8v	19^	17^	16^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
										LOH WORKING 18-49 WOMEN			W O M E N								M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
							W/CH	18- 49	15- 24	TOTAL	34	49	18- 49	25- 34	35- 64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
MONDAY-FRIDAY DAYTIME																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

2.00 - 2.30	A	4.6	13	408	83^	211	175	98^	534	233	335	255	287	190	167	605	161	67^	37^	64^	61^	58^	60^	59^
2.30 - 3.00	A	4.6	13	408	56^	203	161	84^	460	202	282	221	255	168	143^	609	132^	108^	42^	81^	91^	16^	57^	50^
3.00 - 3.30	A	4.3	12	381	47^	169	118^	89^	425	156^	234	172	211	166^	152^	625	163^	133^	57^	108^	100^	25^	65^	59^
3.30 - 4.00	A	4.5	12	399	57^	149^	88^	92^	443	137^	228	162	209	188	169	668	197	130^	59^	109^	100^	52^	76^	76^
NBC NEWS DIGEST-DAYTIME	A	4.8	15	428	66^	204	170	174	859	274	453	310	356	380	360	291	128	34^	53^	58^	33^	59^	51^	41^
MWF 2.57P 1 NBC	B	5.0	15	445	77	205	174	156	841	261	450	340	392	370	339	299	109	26^	88	57	33^	43^	43^	33^
192 95 N 62	C	4.7	16	419	71	202	174	150	829	247	444	337	393	369	329	307	107	28^	83	57^	28^	41^	38^	31^
NEW CARD SHARKS	A	2.9	11	255	47^	133	89^	48^	694	135	259	217	286	361	366	380	249	7^	16^	11^	96^	77^	87^	87^
MON-FRI 10.30A 30 CBS	B	3.2	12	282	65^	159	118	66^	715	170	322	264	312	346	345	436	247	27^	27^	15^	87^	77^	88^	76^
163 77 QP 105	C	3.2	14	282	81^	145	104	64^	707	186	328	272	333	333	318	443	254	23^	23^	16^	78^	68^	89^	57^
NEWSBREAK-11.57	A	5.4	20	478	54^	180	138	64^	748	178	305	250	302	299	391	397	235	14^	25^	16^	54^	60^	66^	48^
MON-FRI 11.57A 2 CBS	B	6.0	21	530	64	189	142	76	743	185	323	257	311	315	366	430	215	22^	28^	18^	62	68	71	58
176 82 N 104	C	5.4	21	480	62	178	131	75	751	184	323	256	309	311	375	420	212	19^	22^	16^	54	60	69	45^
NEWSBREAK-3.44	A	5.5	17	490	140	225	162	119	929	262	439	352	397	397	444	265	115	21^	58^	51^	45^	66	48^	63
TUE 3.43P 1 CBS	B	5.6	17	497	95	217	162	121	918	255	445	350	396	388	427	273	113	22^	52	41^	37^	65	47^	55
192 92 N 104	C	5.2	17	461	85	190	138	111	893	232	410	320	373	385	430	259	114	18^	41^	31^	34^	54^	42^	46^
WED 3.38P 1																								
THU 3.42P 1																								
FRI 3.34P 1																								
ONE LIFE TO LIVE	A	8.1	26	721	134	230	196	152	879	389	592	465	516	360	235	243	81	20^	50	32^	47	37^	56	28^
MON-FRI 2.00P 60 ABC	B	8.2	25	724	146	229	198	158	870	386	584	455	507	358	234	233	85	17^	53	37	47	55	67	36
CONT'D																								

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									LOH WORKING		W O M E N								M E N		T E E N S			C H I L D R E N					
						18-49 W/CH	WORKING WOMEN 18+	15-24	TOTAL	18-34	34-49	49-54	54-64	64-55+	TOTAL 55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 2-5	TOT. 6-11							
MONDAY-FRIDAY DAYTIME CONT'D																													
ONE LIFE TO LIVE-CONT'D																													
	218	99	DD	101	C	7.9	26	696	142	228	197	158	875	376	570	436	487	356	254	238	92	16^	45	33^	51	54	70	34^	
	2.00 - 2.30				A	8.1	26	714	137	229	195	149	871	388	593	469	521	363	226	249	82	19^	48	31^	48	38^	59	27^	
	2.30 - 3.00				A	8.2	26	727	132	232	198	156	888	390	591	461	513	359	244	238	81	21^	52	34^	46	37^	53	30^	
PILLSBURY BAKE OFF(S)					A	4.0	16	354	72^	129^	57^	38^	726	135^	218	180	228	322	461	363	269	3^	24^	<<	75^	38^	63^	50^	
TUE	11.00A	30	CBS																										
	210	98	AC																										
PRICE IS RIGHT 1					A	5.3	20	467	54^	153	109	60^	712	156	282	230	283	306	377	412	250	26^	14^	19^	98	76	95	79	
MW-F	11.00A	30	CBS	38	B	5.6	21	492	61	168	113	68	723	157	296	238	281	321	384	450	241	26^	23^	20^	77	75	82	70	
	208	98	AP	104	C	5.3	22	466	68	158	103	75	728	174	305	238	283	304	378	442	235	21^	21^	17^	72	68	82	58	
PRICE IS RIGHT 2					A	6.6	25	585	62	158	112	65	728	173	280	222	272	277	398	418	248	20^	21^	16^	81	71	83	69	
MON-FRI	11.30A	30	CBS	39	B	7.3	26	643	59	166	117	71	736	168	298	236	282	298	393	448	236	25^	25^	20^	69	71	76	64	
	208	98	AP	106	C	6.7	27	594	59	160	110	74	736	173	300	234	280	293	390	446	237	20^	21^	17^	65	63	76	52	
RYAN'S HOPE					A	2.7	9	239	137^	254	234	112^	795	373	559	477	505	301	208	298	77^	23^	54^	40^	84^	36^	71^	49^	
MON-FRI	12.00N	30	ABC	39	B	3.1	10	276	137	269	235	131	802	378	571	474	514	333	192	251	55^	23^	60^	43^	77^	67^	83^	61^	
	164	81	DD	103	C	3.1	11	273	138	257	233	135	821	394	584	476	519	328	194	257	53^	23^	53^	37^	89^	57^	95	51^	
SALE OF THE CENTURY					A	3.3	13	296	75^	170	125	51^	780	150	299	259	321	306	419	471	210	18^	21^	16^	48^	35^	57^	26^	
MON-FRI	10.00A	30	NBC	39	B	3.5	14	312	60^	177	131	50^	781	151	315	273	335	325	404	443	215	20^	21^	18^	45^	49^	54^	39^	
	144	74	QG	101	C	3.1	13	277	67^	150	116	55^	782	158	330	285	332	312	405	423	210	17^	22^	18^	46^	51^	60^	36^	
SANTA BARBARA					A	5.0	15	441	85	187	155	172	861	277	455	316	377	375	344	261	109	20^	68^	49^	24^	45^	39^	30^	
MON-FRI	3.00P	60	NBC	38	B	5.2	16	460	89	194	159	170	832	262	442	326	393	371	322	298	109	23^	105	65	31^	45^	45^	32^	
	198	98	DD	100	C	5.0	16	444	91	196	162	172	828	265	460	343	415	375	295	286	105	29^	108	71	30^	48^	45^	33^	
	3.00 - 3.30				A	4.9	16	436	82	186	153	171	857	276	455	315	377	376	339	267	112	20^	64^	48^	21^	43^	38^	26^	
	3.30 - 4.00				A	5.1	15	448	87	188	156	173	862	278	454	316	376	372	348	255	106	20^	71^	50^	26^	47^	40^	33^	
SCRABBLE					A	5.0	16	441	67^	160	120	77	795	131	309	256	326	358	416	320	165	18^	38^	31^	64^	50^	63^	51^	
MON-FRI	12.30P	30	NBC	39	B	4.8	15	429	51^	157	116	78	793	144	315	255	317	346	417	345	178	18^	36^	28^	52^	51^	58^	44^	
	157	84	QG	116	C	4.1	15	365	65^	148	114	76	800	166	323	262	313	318	426	359	187	21^	28^	26^	44^	51^	55^	40^	
SUPER PASSWORD					A	3.9	14	346	55^	154	108	87^	808	130	315	250	311	360	432	284	147	17^	40^	26^	41^	59^	59^	40^	
MON-FRI	12.00N	30	NBC	39	B	3.9	13	347	72^	134	97	88	776	164	320	255	298	309	413	331	170	19^	42^	30^	54^	59^	75	38^	
	159	72	QG	102	C	3.4	13	302	76^	122	91	84^	783	173	316	249	295	299	420	352	182	21^	33^	26^	48^	61^	68^	41^	
WHEEL OF FORTUNE					A	6.5	24	578	62	190	141	72	823	148	303	246	317	365	448	361	189	6^	21^	17^	45^	51^	68	28^	
MON-FRI	11.00A	30	NBC	39	B	6.5	24	576	68	177	133	71	810	169	322	263	325	330	426	357	178	11^	25^	17^	45	48	62	31^	
	207	99	QG	103	C	5.7	23	502	69	164	118	71	811	172	314	257	320	317	434	373	189	15^	24^	20^	40^	49^	58	31^	
WHO'S THE BOSS? M-F					A	3.5	13	310	144	251	227	142	675	316	507	384	406	291	146	313	62^	54^	60^	46^	110	85^	107^	88^	
MON-FRI	11.00A	30	ABC	39	B	3.8	14	338	126	248	222	144	688	314	497	388	422	292	157	307	60^	54^	73^	60^	109	100	113	97	
	157	80	CS	103	C	3.6	15	322	127	239	214	134	708	319	501	393	425	293	174	296	57^	45^	63^	48^	111	84	121	74^	
WIN, LOSE OR DRAW CONT'D					A	5.1	19	454	96	178	145	91	783	184	348	282	349	339	367	340	123	22^	32^	36^	47^	72^	79	40^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE II

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N							M E N		T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C				18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-			MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-				
#STNS	CVG%		TYPE					<3 18+ 49		24 TOTAL	34 49	49 54 64 55+	TOTAL 55+					17 17 17			11 11 5 11							
MONDAY-FRIDAY DAYTIME CONT'D																												
WIN, LOSE OR DRAW-CONT'D																												
MON-FRI	11.30A	30	NBC	39	B	5.1	18	451	89	195	158	101	785	210	383	306	362	333	346	336	126	25^	48^	37^	56^	72	81	48^
	184	89	QG	116	C	4.1	17	366	99	174	140	99	800	224	397	317	377	335	343	325	132	25^	38^	32^	51^	71	77	45^
YOUNG AND THE RESTLESS																												
MON-FRI	12.30P	60	CBS	39	A	8.0	27	711	138	217	181	112	902	311	488	387	445	368	357	292	138	13^	29^	21^	48	75	84	39^
	210	99	DD	106	B	8.8	28	783	112	217	180	134	883	292	479	364	413	372	355	301	125	21^	34	31^	49	73	77	45
	12.30 - 1.00				C	8.1	28	715	104	203	163	131	870	281	463	348	400	362	355	287	124	18^	28^	27^	43	64	71	37
	1.00 - 1.30				A	7.7	27	686	133	219	184	109	894	312	485	386	443	364	352	304	146	14^	27^	20^	51	75	84	42^
					A	8.3	27	735	143	215	178	115	910	311	490	388	446	371	362	281	131	12^	32^	22^	46	74	84	36^

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
										15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 6- 11	TOT. 9- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WEEKEND DAYTIME CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FEB. 15-21, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN								
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15-24	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL
#STNS	CVG%	TYPE	T/C			%	%																					
WEEKEND DAYTIME CHILDREN CONT'D																												
LITTLE CLOWNS-HAPPYTOWN-CONT'D																												
SAT	8.00A	30	ABC	4	B	2.0	12	179	1353	54^	295	239	47^	269	89^	52^	37v	47^	42^	699	393	306	231	469	276	193	224	244
	202	97	CA	4	C	2.0	12	179	1353	54^	295	239	47^	269	89^	52^	37v	47^	42^	699	393	306	231	469	276	193	224	244
LITTLE WIZARDS																												
SAT	9.30A	30	ABC	4	B	4.8	16	425	1448	76^	259	187	62^	240	181	105^	76^	113^	68^	768	483	286	359	410	280	129^	232	178
	208	98	CA	4	B	4.1	14	359	1500	96	264	222	73^	231	192	97	94	117	75^	813	481	332	340	473	286	187	243	230
					C	4.1	14	359	1500	96	264	222	73^	231	192	97	94	117	75^	813	481	332	340	473	286	187	243	230
MIGHTY MOUSE																												
SAT	10.30A	30	CBS	8	A	4.7	15	416	1454	122^	331	246	72^	266	100^	59^	41^	48^	52^	757	367	390	412	345	167	178	201	144^
	197	96	CA	20	B	4.5	14	402	1533	104	355	285	68^	276	140	81	59^	95	45^	763	395	368	385	377	203	174	237	140
					C	4.3	15	381	1532	94	334	267	63^	242	143	77	66^	94	49^	813	447	366	390	423	238	185	256	167
MUPPET BABIES I																												
SAT	8.30A	30	CBS	8	A	3.9	17	346	1463	47v	226	135^	33v	161^	147^	90^	56^	124^	23v	930	490	440	301	629	385	244	338	291
	203	96	CA	23	B	3.7	18	324	1396	59^	265	190	25^	174	100	60^	40^	75^	26^	857	476	380	284	573	344	229	349	223
					C	3.5	18	314	1401	49^	258	189	29^	180	97	56^	40^	71^	25^	865	463	402	305	560	312	248	336	224
MUPPET BABIES II																												
SAT	9.00A	30	CBS	8	A	5.2	19	461	1473	33v	224	140	45^	201	104^	62^	42^	80^	24v	943	453	491	357	586	332	254	314	272
	205	96	CA	23	B	4.8	19	421	1461	64^	255	190	33^	165	102	53^	49^	71	31^	939	511	429	359	580	328	252	364	216
					C	4.5	19	401	1465	52^	255	194	36^	172	104	56^	47^	75	28^	934	492	442	360	574	307	267	341	233
MUPPET BABIES III																												
					A	6.0	20	532	1461	32^	207	136	67^	218	99^	69^	29v	64^	34^	938	453	484	379	558	302	256	346	213

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
	#STNS	CVG%	TYPE						(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11
WEEKEND DAYTIME CHILDREN CONT'D																												
SMURFS I-CONT'D																												
SAT	8.30A	30	NBC	8	B	4.4	22	390	1406	70^	327	265	49^	228	164	81	84	114	50^	687	393	294	269	417	242	175	218	199
	206	99	CA	24	C	4.3	22	377	1407	75	325	271	51^	214	166	86	80	113	53^	702	382	320	288	414	232	182	216	198
SMURFS II																												
SAT	9.00A	30	NBC	8	A	5.9	22	523	1454	128	367	285	85^	212	214	95^	119^	124	90^	661	382	278	245	416	223	192	209	206
	206	99	CA	24	B	5.7	23	502	1408	98	360	300	68	240	163	80	83	107	56^	645	359	286	275	370	212	157	191	178
					C	5.5	23	484	1416	99	346	291	69	233	173	85	89	115	58	663	362	301	286	377	214	163	200	177
SMURFS III																												
SAT	9.30A	30	NBC	8	A	7.0	24	620	1500	143	351	298	112	229	255	123	132	153	102	663	364	300	245	419	203	216	229	190
	206	99	CA	24	B	6.6	24	588	1437	116	360	310	88	243	188	94	95	120	69	646	340	306	270	375	206	169	198	177
					C	6.2	24	551	1442	117	357	308	82	237	188	93	95	120	68	660	347	313	282	378	206	172	201	177
TEEN WOLF																												
SAT	12.00N	30	CBS	8	A	3.1	9	275	1629	119^	366	251	95^	244	311	168^	143^	186^	124^	709	358	351	308	401	264	137^	197^	204^
	138	69	CA	8	B	3.3	10	295	1667	170	409	321	110	312	266	128	138	156	110	680	360	320	317	364	216	148	174	190
					C	3.3	10	295	1667	170	409	321	110	312	266	128	138	156	110	680	360	320	317	364	216	148	174	190

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S TOT. MALE 12- 12- 17 17	CHD TOT. 2-				
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N															
										WOM. 18+	18+	18-	18-	25-	54	TOTAL	18-	18-	18-	21-	21-	25-	25-	35-	55+						
WEEKEND DAYTIME SPORTS CONT'D																															
CBS NCAA BASKETBALL-SAT 2-CONT'D																															
	5.00 - 5.30					A	4.0	10	354	1314	102^	414	146^	390	125^	693	82^	269	433	662	402	445	351	394	292	217	121^	98^	87^		
	5.30 - 6.00					A	4.5	10	399	1373	113^	444	177	433	179	739	79^	275	446	714	421	465	367	411	331	249	81^	53^	110^		
	6.00 - 6.30					A	5.3	11	470	1532	136	509	192	494	194	832	94^	295	495	792	455	498	402	444	394	294	102^	41^	88^		
	6.30 - 7.00					A	5.6	11	496	1577	176	635	227	600	214	783	87^	252	424	740	380	416	337	373	338	323	105^	38^	53^		
NBA ON CBS																															
SUN	3.41P	154			CBS	4	A	6.4	14	567	1429	186	385	242	361	220	799	139	422	573	745	518	588	434	503	300	157	119	95^	126	
	204	99			SE	4	B	6.6	16	585	1494	186	427	267	399	247	803	101	379	554	762	512	586	452	526	331	176	139	107	126	
							C	6.6	16	585	1494	186	427	267	399	247	803	101	379	554	762	512	586	452	526	331	176	139	107	126	
DETROIT VS LA LAKERS																															
	3.30 - 4.00					A	5.3	12	470	1420	208	388	259	361	216	786	127^	393	563	733	511	571	437	497	299	162	88^	74^	158		
	4.00 - 4.30					A	5.8	14	514	1455	190	375	255	350	208	825	143	420	588	775	538	614	445	521	322	161	111^	70^	144		
	4.30 - 5.00					A	6.2	14	549	1405	204	384	258	364	231	789	149	427	565	733	508	588	415	495	294	145	115^	90^	117		
	5.00 - 5.30					A	6.3	14	558	1397	174	368	252	336	221	799	155	458	585	734	521	606	430	516	286	128	133	109^	98^		
	5.30 - 6.00					A	6.9	14	611	1421	168	368	215	347	221	800	136	430	586	744	530	584	450	504	300	160	136	116	117		
	6.00 - 6.30					A	8.7	17	771	1478	181	447	217	429	221	779	106	370	524	738	484	536	419	471	295	202	110	93	141		
NBC COLLEGE BSKBL SAT																															
						A	2.1	5	186	1481	172^	498	221^	480	212^	696	102^	332^	455	661	420	453	353	386	276^	208^	117^	64^	168^		

SAT																														
	2.30P	130			NBC	7	B	3.2	8	282	1462	176	451	233	441	222	765	119^	321	492	705	433	492	373	433	321	213	110^	68^	136
	194	96			SE	8	C	3.2	8	282	1441	178	445	228	435	220	750	108	298	466	698	414	473	358	417	319	224	108	68^	138
KENTUCKY VS FLORIDA																														
	2.30 - 3.00					A	1.6	4	142	1527	225^	557	331^	510	292^	592	107^	332^	374^	547	330^	372^	267^	310^	199^	175^	91^	38^	287^	
	3.00 - 3.30					A	2.2	6	195	1585	147^	523	250^	480	206^	738	138^	405	510	702	474	511	372	408	250^	191^	137^	72^	188^	
	3.30 - 4.00					A	1.9	5	168	1455	186^	498	181^	498	206^	725	110^	385	504	689	467	502	393	428	255^	186^	127^	64^	105^	
	4.00 - 4.30					A	2.2	5	195	1455	153^	462	176^	462	184^	745	78^	292^	468	717	440	469	389	419	344	248^	100^	56^	148^	
	4.30 - 5.00					A	3.1	8	275	1525	186^	514	191^	514	209^	727	73^	222^	422	686	381	405	348	373	388	281	155^	114^	129^	
NBC COLLEGE BSKBL SUN																														
SUN	1.00P	129			NBC	5	A	4.3	11	381	1385	181	389	175	379	162^	772	124^	350	527	710	464	546	403	485	328	164^	127^	72^	97^
	185	96			SE	5	B	4.4	10	386	1497	184	451	213	432	200	827	109	309	488	773	434	511	378	455	377	262	120	76^	99
							C	4.4	10	386	1497	184	451	213	432	200	827	109	309	488	773	434	511	378	455	377	262	120	76^	99
TEMPLE VS NORTH CAROLINA																														
	1.00 - 1.30					A	3.6	9	319	1295	184^	391	165^	373	146^	712	123^	346	498	636	422	487	375	440	279	149^	110^	66^	83^	
	1.30 - 2.00					A	4.4	11	390	1330	170	344	147^	338	129^	738	110^	348	537	675	473	544	426	497	303	131^	147^	82^	101^	
	2.00 - 2.30					A	4.0	10	354	1395	176^	384	186	371	157^	764	145^	383	537	703	476	556	392	471	300	147^	136^	69^	112^	
	2.30 - 3.00					A	5.1	12	452	1458	192	411	190	407	192	830	126^	346	545	771	486	582	419	514	380	190	122^	72^	95^	
	3.00 - 3.30					A	4.8	11	425	1440	182	442	193	432	200	820	94^	271	463	775	418	526	369	476	412	249	96^	70^	82^	
SPORTSWORLD																														
SUN	3.09P	51			NBC	4	A	3.3	8	292	1457	170^	425	227	410	186^	837	117^	276	501	812	475	573	383	481	385	239	84^	50^	111^
	167	90			SA	4	B	4.0	10	357	1453	221	523	262	505	254	715	60^	213	420	696	401	471	360	429	360	225	90	48^	126
	3.00 - 3.30						C	4.0	10	357	1453	221	523	262	505	254	715	60^	213	420	696	401	471	360	429	360	225	90	48^	126
							A	3.0	7	266	1432	184^	436	240	433	225^	841	139^	317	515	803	477	588	377	487	385	215^	96^	50^	60^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			TOT. WORK. PERS ING WOM. (2+) 18+	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000		W O M E N				M E N											T E E N S		CHD																
										TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+	12- 17	12- 17																		
																										2-																	
WEEKEND DAYTIME SPORTS CONT'D																																											
SPORTSWORLD-CONT'D 3.30 - 4.00																			A	3.4	8	301	1519	167^	432	226	409	169^	861	108^	259	508	843	489	583	400	493	398	261	80^	51^	147^	
US TRACK & FIELD-VITALIS(S) SUN 1.00P 30 CBS 158 85 SE																			A	1.7	4	151	1448	248^	598	393^	533	319^	608	99^	332^	447	542	381^	401^	348^	368^	160^	141^	57^	44^	185^	
OLYMPIC INVITATIONAL																																											
WNTR OLYMS-SAT-12:00N-2(S) SAT 12.00N 360 ABC 218 99 SE																			A	9.9	26	877	1477	218	611	333	594	317	558	64^	211	370	533	345	383	306	344	254	150	139	94	169	
12.00 - 12.30																			A	6.7	20	594	1505	194	548	314	528	278	479	71^	177	336	452	309	336	264	291	209	116	193	120	286	
12.30 - 1.00																			A	8.4	24	744	1460	203	551	303	535	273	545	86	202	368	501	323	358	282	316	243	143	150	108	213	
1.00 - 1.30																			A	9.4	26	833	1473	223	581	304	570	293	531	73^	207	352	501	322	351	279	308	222	150	155	109	206	
1.30 - 2.00																			A	11.4	31	1010	1493	217	594	312	582	297	546	60^	217	368	535	357	385	308	336	224	150	158	114	194	
2.00 - 2.30																			A	12.0	32	1063	1543	210	627	334	613	319	553	57^	212	376	544	368	401	319	352	245	143	153	109	210	
2.30 - 3.00																			A	12.4	33	1099	1515	208	619	323	600	307	558	63	214	362	539	344	383	299	339	247	156	151	107	187	
3.00 - 3.30																			A	10.5	27	930	1512	232	634	355	614	348	557	53^	201	356	533	332	366	303	338	269	167	153	99	167	
3.30 - 4.00																			A	10.1	25	895	1460	197	605	33^	583	319	563	57^	214	367	542	346	384	310	348	262	158	147	94	145	
4.00 - 4.30																			A	9.5	23	842	1421	215	604	323	589	312	571	62^	205	367	538	334	381	305	352	281	157	131	85	115	
4.30 - 5.00																			A	9.8	24	868	1422	237	624	349	604	329	599	68^	231	408	559	369	408	340	379	281	151	100	71^	99	
5.00 - 5.30																			A	9.5	23	842	1411	229	634	370	615	349	596	67^	234	400	566	370	422	334	385	285	144	76	55^	105	
5.30 - 6.00																			A	9.5	22	842	1415	232	651	351	633	348	549	51^	196	353	530	335	389	302	356	266	142	95	55^	120	
WNTR OLYMS-SUN-11:00AM-2(S) SUN 11.00A 420 ABC 219 99 SE																			A	12.9	32	1143	1585	262	710	394	692	385	613	56	206	373	588	348	396	317	365	289	192	133	75	129	
11.00 - 11.30																			A	6.3	20	558	1419	261	680	417	656	378	496	57^	189	320	477	302	348	264	311	210	128	100^	78^	143	
11.30 - 12.00																			A	8.3	25	735	1524	292	722	449	699	405	535	43^	200	333	520	317	379	289	351	225	140	100	64^	168	
12.00 - 12.30																			A	11.0	31	975	1540	288	650	418	629	397	593	56^	232	392	566	365	418	336	389	257	148	143	95	154	
12.30 - 1.00																			A	11.7	32	1037	1555	272	672	416	643	388	587	53^	214	375	556	344	402	322	380	277	154	167	105	130	
1.00 - 1.30																			A	13.7	36	1214	1570	268	699	401	672	381	595	65	224	386	564	355	397	321	364	264	166	154	79	122	
1.30 - 2.00																			A	14.6	36	1294	1573	246	698	374	680	361	594	57	202	364	564	334	374	307	347	268	191	154	80	127	
2.00 - 2.30																			A	15.3	38	1356	1591	256	669	369	649	354	620	63	207	398	594	372	409	335	371	292	186	151	81	151	
2.30 - 3.00																			A	14.8	36	1311	1575	257	696	382	678	371	607	50	183	386	585	364	395	336	366	299	190	139	75	134	
3.00 - 3.30																			A	15.8	37	1400	1579	243	691	376	669	370	618	49	187	372	593	347	380	322	355	295	213	144	74	127	
3.30 - 4.00																			A	14.0	33	1240	1586	251	697	361	681	357	652	61	205	373	619	340	387	312	359	308	233	134	68	103	
4.00 - 4.30																			A	12.6	30	1116	1608	243	694	370	683	379	688	76	233	419	655	386	447	343	404	338	208	122	66	105	
4.30 - 5.00																			A	12.3	28	1090	1619	250	737	400	725	414	663	66	224	390	637	364	426	324	387	322	210	117	67	102	
5.00 - 5.30																			A	14.5	32	1285	1622	268	781	396	770	412	624	50	198	343	607	325	383	293	350	308	224	97	58	119	
CONT'D																																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FEB. 15-21, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS	W O M E N				M E N										T E E N S		CHD TOT.						
									ING WOM.	18-	18-25-	25-	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-										
									(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11				
WEEKEND DAYTIME SPORTS CONT'D																																
WNTR OLYMS-SUN-11:00AM-2-CONT'D 5.30 - 6.00									A	16.0	33	1418	1657	282	799	417	790	423	606	43^	186	335	593	322	375	292	345	298	217	108	61	144

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 15-21, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17
DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING		W O M E N										M E N													
									(2+)		18+	18-	18-	25-	25-	35-	35-	35-	35-	TOTAL	18-	18-	21+	25-	25-	35-	35-	TOTAL	18-	18-	21+	25-	25-	
WEEKEND DAYTIME OTHER																																		
BUSINESS WORLD(B) SUN 9.30A 30 ABC 53 38 N													A 0.4^ 2^ 35^	2006 199v	903^ 159v 323v 903^ 216v 364v 312v 432v	793^ 344v 485^ 793^ 485^ 485^ 522^ 178v 270v	46																	
FACE THE NATION SUN 10.30A 30 CBS 142 84 CC													A 2.2 7 195 B 2.5 7 222 C 2.5 8 224	1244 217^ 1294 199 1311 201	592 84v 234^ 587 209^ 246^ 291^ 321^ 661 114^ 240 655 215 240 304 395 659 104^ 226 649 198 235 290 396	577 73v 268^ 577 268^ 244^ 286^ 316^ 267^ 577 114^ 277 567 267 257 297 275 261 575 118 254 566 244 222 259 249 284	28v 11v 25v																	
MEET THE PRESS SUN 9.30A 30 NBC 146 90 CC													A 2.5 9 222 B 2.2 8 196 C 2.0 7 174	1333 203^ 1329 219 1321 213	671 149^ 272^ 662 258^ 273^ 269^ 384 665 163 256 652 206 240 245 374 669 153 246 659 206 254 260 376	534 129^ 227^ 534 227^ 194^ 236^ 203^ 266^ 541 145^ 242 527 227 204 256 223 248 527 147 245 510 228 208 257 234 233	35v 41^ 40^																	
SUNDAY MORNING SUN 9.00A 90 CBS 177 95 N													A 3.8 14 337 B 4.2 16 368 C 4.1 17 367	1397 288 1329 213 1322 211	662 98^ 261 662 236 284 347 352 661 113 246 657 228 272 330 371 657 113 233 652 212 264 304 372	637 121^ 315 627 304 298 334 346 286 587 119 276 582 271 249 297 313 264 573 115 265 569 261 237 284 299 261	16v 22^ 21^																	
9.00 - 9.30 9.30 - 10.00 10.00 - 10.30													A 3.3 13 292 A 3.9 14 346 A 4.4 15 390	1322 241 1405 301 1381 300	602 68^ 196^ 602 174^ 206^ 332 375 665 105^ 273 665 250 297 334 345 673 111^ 289 673 259 319 354 324	627 121^ 323 624 320 305 330 352 279 634 127^ 303 621 289 284 327 334 289 618 110^ 305 605 292 290 329 337 275	<< 15v 26v																	
SUNDAY TODAY													A 2.1 10 186	1188 154^	478 67v 161^ 468 137^ 165^ 235^ 289^	561 198^ 334^ 561 334^ 271^ 301^ 238^ 198^	32v																	
SUN 8.00A 90 NBC 126 89 N													B 1.9 10 166 C 1.7 9 149 A 1.7 11 151	1216 192 1252 212 1177 138^	548 121^ 231 531 193 223 235 287 581 144^ 247 569 213 266 262 281 501 46v 126^ 501 108v 130^ 249^ 352^	539 170^ 296 530 287 252 298 258 196 530 163^ 279 523 272 235 294 262 192 474 144^ 255^ 474 255^ 200^ 236^ 223^ 183^	34v 36v 55v																	
8.00 - 8.30 8.30 - 9.00 9.00 - 9.30													A 2.3 11 204 A 2.2 8 195	1197 145^ 1240 182^	455 45v 147^ 449 130^ 163^ 228^ 275^ 505 109^ 209^ 484 172^ 201^ 243^ 268^	595 199^ 375 595 375 307^ 335 259^ 193^ 618 247^ 367 618 367 300^ 328 238^ 222^	25v 24v																	
THIS WEEK-DAVID BRINKLEY(B) SUN 10.00A 60 ABC 51 50 N													A 1.5 5 133	1479 249^	701 187^ 290^ 698 282^ 300^ 228^ 393^	565 161^ 284^ 564 283^ 278^ 307^ 206^ 252^	71v																	
10.00 - 10.30 10.30 - 11.00													A 1.4 5 124 A 1.6 5 142	1452 232^ 1502 265^	664 184^ 285^ 664 285^ 291^ 221^ 373^ 734 189^ 293^ 727 279^ 308^ 233^ 411^	536 159^ 262^ 536 262^ 262^ 304^ 224^ 232^ 590 163^ 303^ 589 302^ 291^ 309^ 191^ 269^	84v 60v																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A-2 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 15, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	63.8	65.3	66.0	66.8	67.5	69.7	70.0	70.5	70.9	71.0	69.3	67.8	64.6	62.5	60.8	57.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

16,040																
18.1	16.1 *				17.0 *			17.7 *			19.4 *		20.6 *		18.2 *	
27	23 *				24 *			25 *			28 *		32 *		31 *	
16.2	16.0	17.1		17.0		17.1	18.2	19.1	19.6	21.1	20.0	19.8	16.5			

WNTR OLYMS-MON-8:00PM-2
(PAE)

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KATE & ALLIE	DESIGNING WOMEN	NEWHART	FRANK'S PLACE (PAE)	WISEGUY												
12,850	13,560	14,880	11,700	10,100												
14.5	15.3	16.8	13.2	11.4												
21	22	24	19	19												
13.8	15.0	16.9	13.5	11.4												

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ALF	VALERIE'S FAMILY															
16,480	13,820	14,180														
18.6	15.6	16.0														
27	22	24														
17.8	15.4	16.3														

NBC MONDAY NIGHT MOVIES
THE RETURN OF DESPERADO

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.6	15.4	13.4	14.9	14.1	14.3	11.3	9.8
26	23	20	21	20	21	18	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7	3.8	3.0	3.1	3.0	3.0	2.2	2.1
7	6	4	4	4	4	3	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.4	3.0	3.4	2.6	2.1	1.8	1.8
3	4	4	5	4	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.8	7.6	6.3	7.0	6.7	6.9	6.8	6.1
11	11	9	10	9	10	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.1	3.4	4.1	4.4	3.2	1.9	1.8
3	3	5	6	6	5	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 16, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.4	63.4	64.5	65.7	65.7	67.3	68.4	69.4	68.9	68.7	68.5	68.0	65.9	64.4	61.9	56.6

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WNTR OLYMS-TUE-8:00PM-2 (PAE)																
22,590																
25.5						21.3 *		23.5 *		25.2 *		25.7 *		29.3 *		27.8 *
39						32 *		34 *		37 *		38 *		45 *		47 *
20.9						21.6	22.8	24.1	25.0	25.5	25.0	26.3	28.7	30.0	30.3	25.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS ON THE CAMPAIGN TRAIL																
4,520								8,510					10,540			
5.1						5.5 *		4.7 *	9.6	9.3 *		9.9 *	11.9	11.6 *		12.2 *
8						8 *		7 *	14	14 *		14 *	19	18 *		21 *
6.0						4.9	4.5	4.9	9.0	9.6	10.0	9.9	11.3	11.9	12.1	12.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK																
16,210								11,960					4,780			
18.3						17.5 *		19.1 *	13.5	13.7 *		13.2 *	5.4	6.0 *		4.7 *
27						26 *		28 *	20	20 *		19 *	9	9 *		8 *
16.7						18.3	19.2	19.1	13.7	13.6	13.5	13.0	6.8	5.3	4.6	4.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

17.2		15.7		14.8		15.2		15.2		13.9		12.1		9.9
28		24		22		22		22		20		19		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2		3.4		3.4		3.5		4.1		3.6		3.4		2.5
7		5		5		5		6		5		5		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.3		3.0		3.0		3.1		3.1		2.5		2.0
3		4		5		4		5		5		4		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6		7.5		6.3		5.7		4.9		4.8		5.6		4.9
11		12		9		8		7		7		9		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		1.9		3.5		3.9		4.1		4.1		3.9		2.9
3		3		5		6		6		6		6		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. FEB. 17, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.5	60.8	61.7	62.6	63.1	64.5	65.5	66.0	66.0	66.5	66.8	66.0	63.8	62.8	61.3	57.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

17,100

19.3

30

17.1

17.1 *

27 *

17.1

17.2

17.4 *

26 *

17.6

20.6

20.8 *

31 *

20.9

20.1

19.9 *

30 *

19.7

21.1

20.9 *

33 *

20.6

21.2

19.7 *

33 *

18.1

WNTR OLYMS-WED-8:00PM-2
(PAE)

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

7,800

8.8

14

8.7

8.9 *

14 *

9.2

8.7

13

8.7

10,990

12.4

19

11.2

11.8 *

18 *

12.3

13.0

13.1 *

20 *

13.1

10,540

11.9

19

12.1

12.0 *

19 *

12.0

11.7 *

20 *

11.7

20 ANNIV OF CLOWN
COLLEGEMAGNUM, P.I.
(PAE)

EQUALIZER

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

14,970

16.9

26

15.8

16.2 *

25 *

16.6

17.7

17.5 *

27 *

17.4

10,630

12.0

18

12.3

11.9 *

18 *

11.6

12.0

12.0 *

18 *

12.1

11,520

13.0

21

12.6

12.8 *

20 *

13.0

13.0

13.1 *

22 *

13.3

HIGHWAY TO HEAVEN

A YEAR IN THE LIFE

ST. ELSEWHERE

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.8

26

15.3

25

15.2

24

15.8

24

16.2

24

16.3

25

12.4

20

10.3

17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6

8

4.0

6

4.6

7

4.7

7

5.2

8

5.4

8

3.7

6

2.9

5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4

2

1.7

3

2.2

3

2.9

4

2.2

3

2.5

4

2.2

3

1.6

3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1

10

6.7

11

6.9

11

7.1

11

7.0

11

6.3

9

5.5

9

5.0

8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4

2

1.6

3

2.4

4

2.3

3

2.7

4

3.0

5

3.9

6

3.8

6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. FEB. 18, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.0	63.3	63.8	65.4	67.4	69.0	68.2	68.4	68.5	69.0	68.6	68.2	66.3	65.4	63.6	60.0

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← WNTN OLYMS-THU-8:00PM-2 (PAE) →

16,750																
18.9	16.7 *				18.3 *				19.9 *			20.7 *		20.0 *		17.9 *
28	24 *				27 *				29 *			30 *		30 *		29 *
15.7	17.8	18.1			18.6	20.3			19.5	21.0	20.4	19.5		20.4	19.1	16.7

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← TOUR OF DUTY → ← SIMON & SIMON (PAE) → ← KNOTS LANDING →

10,540						11,160						13,730				
11.9	11.4 *				12.3 *	12.6	12.1 *				13.0 *	15.5	15.2 *			15.9 *
17	17 *				18 *	18	18 *				19 *	24	23 *			26 *
11.1	11.8	12.3			12.3	11.8	12.5	12.7	13.3	15.1	15.3	15.8	15.9			15.9

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BILL COSBY SHOW → A DIFFERENT WORLD → CHEERS → NIGHT COURT → ← L.A. LAW →

20,910		17,900			17,280		16,210		15,240							
23.6		20.2			19.5		18.3		17.2	17.3 *						17.1 *
35		30			28		27		27	26 *						28 *
23.7	23.6	20.3	20.1		19.1	19.8	18.0	18.6	17.7	17.0	17.4	16.8				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.2		14.2		11.9		12.6		13.2		13.3		11.5		8.9
24		22		17		18		19		19		17		14

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3		3.5		2.8		3.1		3.8		4.0		3.9		2.3
7		5		4		5		6		6		6		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		2.2		2.8		2.7		2.7		2.4		1.7		1.6
3		3		4		4		4		4		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		6.8		5.1		5.8		5.3		4.8		5.0		4.7
8		11		7		8		8		7		8		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.3		2.6		3.0		2.8		2.9		2.9		2.4
4		4		4		4		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-10 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 19, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.1	58.7	59.3	60.7	60.2	60.6	61.5	62.8	63.0	63.8	63.8	63.0	60.1	58.9	57.8	55.4

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

WNTR OLYMS-FRI-8:00PM-2 (PAE)																
13,380																
15.1	14.1 *				14.1 *			15.5 *			14.6 *		17.1 *		15.0 *	
25	23 *				23 *			24 *			23 *		29 *		27 *	
14.3	13.9	13.7			14.6	15.6	15.3	14.5			14.6	17.6	16.7	15.8	14.2	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BEAUTY & THE BEAST					DALLAS (PAE)					FALCON CREST						
13,200					15,150					12,850						
14.9	14.0 *				17.1	16.5 *			17.7 *	14.5	14.6 *		14.3 *			
24	23 *				27	26 *			28 *	25	25 *		25 *			
13.7	14.4	15.4			16.0	16.9	17.9		17.6	14.7	14.5	14.5	14.2			

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

DISNEY'S DTV DOGGONE HITS (R)					MIAMI VICE					SONNY SPOON						
10,540					12,050					10,010						
11.9	11.6 *				13.6	13.4 *			13.8 *	11.3	11.3 *		11.3 *			
19	19 *				21	21 *			22 *	19	19 *		20 *			
11.4	11.8	12.2			13.4	13.4	13.9		13.6	11.5	11.2	11.2	11.4			

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.0	15.0	13.6	13.6	13.0	12.9	10.6	9.6
27	25	23	22	21	20	18	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.3	3.6	3.5	3.7	3.3	3.1	3.1	2.9
7	6	6	6	5	5	5	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	1.9	2.6	2.6	1.8	2.0	2.1	1.9
3	3	4	4	3	3	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7	6.0	6.4	6.6	6.0	5.7	5.5	5.4
10	10	11	11	9	9	9	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	2.8	3.8	3.9	4.8	3.8	4.9	5.2
4	5	6	6	8	6	8	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.6	52.3	52.9	54.1	59.5	61.2	61.9	62.8	63.6	63.8	62.8	62.4	60.1	59.7	58.0	57.5	54.7	48.8

ABC TV

WNTR OLYMS-SAT-7:00PM-2
(7:00-11:13)(PAE)

AVERAGE AUDIENCE (Hhids (000) & %)	{	18,870																2,040
SHARE AUDIENCE	%	21.3	16.3 *		19.0 *		20.1 *		20.6 *		20.9 *		23.3 *		26.3 *		23.6 *	2.3
AVG. AUD. BY 1/4 HR	%	36	29 *		33 *		33 *		33 *		33 *		37 *		44 *		41 *	7
		15.6	16.9	18.9	19.0	20.0	20.2	20.5	20.6	20.8	21.1	22.7	23.8	26.1	26.5	23.7	23.5	22.2

CBS TV

← HIGH MOUNTAIN RANGERS → ← HOUSTON KNIGHTS (PAE) → ← WEST 57TH →

AVERAGE AUDIENCE (Hhids (000) & %)	{			9,040					8,240				5,490					
SHARE AUDIENCE	%			10.2		9.8 *		10.6 *	9.3		9.1 *		9.5 *	6.2		6.2 *		
AVG. AUD. BY 1/4 HR	%			17		16 *		17 *	15		14 *		15 *	11		11 *		
				9.4		10.2	10.5	10.7	9.1	9.1	9.6	9.4	6.5	5.9	6.1	6.2		

NBC TV

FACTS OF LIFE 227 GOLDEN GIRLS AMEN ← J.J. STARBUCK →

AVERAGE AUDIENCE (Hhids (000) & %)	{			11,520		12,580		16,040		12,490		11,430						
SHARE AUDIENCE	%			13.0		14.2		18.1		14.1		12.9		12.7 *		13.1 *		
AVG. AUD. BY 1/4 HR	%			22		23		28		23		22		21 *		23 *		
				12.1	13.8	13.7	14.8	17.9	18.2	14.0	14.2	12.7	12.7	13.1	13.0			

INDEPENDENTS
(II.CL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.6		14.1		10.1		10.2		9.2		9.5		9.2		8.3		8.5	
SHARE AUDIENCE %	26		26		17		16		14		15		15		14		16	

SUPERSTATIONS

AVERAGE AUDIENCE	3.8		3.9		2.1		2.5		2.4		2.8		2.9		2.2		1.7	
SHARE AUDIENCE %	7		7		3		4		4		4		5		4		3	

PBS

AVERAGE AUDIENCE	2.4		2.4		2.7		2.6		2.2		2.0		1.4		1.5		1.3	
SHARE AUDIENCE %	5		4		4		4		3		3		2		3		3	

CABLE ORIG.

AVERAGE AUDIENCE	6.4		6.7		6.1		5.8		5.7		6.2		5.2		5.4		4.7	
SHARE AUDIENCE %	12		13		10		9		9		10		9		9		9	

PAY SERVICES

AVERAGE AUDIENCE	2.7		2.5		4.2		4.5		4.6		3.7		3.8		4.1		4.0	
SHARE AUDIENCE %	5		5		7		7		7		6		6		7		8	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:28-11:43)

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.20, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	43.4	39.6	36.2	33.6	30.7	28.2	25.0	22.3	19.8	18.0	15.5	14.0	12.7	11.5

ABC TV

(1)

AVERAGE AUDIENCE	{	7,270												
(Hhlds (000) & %)		8.2	8.9 *											
SHARE AUDIENCE	%	21	22 *											
AVG. AUD. BY 1/4 HR	%	9.5	8.8	7.4										

CBS TV

AVERAGE AUDIENCE	{													
(Hhlds (000) & %)														
SHARE AUDIENCE	%													
AVG. AUD. BY 1/4 HR	%													

NBC TV

← SATURDAY NIGHT →
(11:30-12:43)(PAE)

(PAE)

AVERAGE AUDIENCE	{	7,440												
(Hhlds (000) & %)		8.4	8.8 *		8.2 *									
SHARE AUDIENCE	%	23	21 *		23 *									
AVG. AUD. BY 1/4 HR	%	8.9	8.6	8.2	8.2									

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.2	8.4	7.0	5.9	4.8	3.6	2.9
SHARE AUDIENCE %	22	24	24	25	25	24	24

SUPERSTATIONS

AVERAGE AUDIENCE	2.3	2.4	2.1	1.7	1.2	0.6 ^	0.5 ^
SHARE AUDIENCE %	6	7	7	7	6	4 ^	4 ^

PBS

AVERAGE AUDIENCE	1.3	1.1	0.8	0.7 ^	0.4 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	3	3	3	3 ^	2 ^	1 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	4.3	3.9	3.4	2.5	2.4	1.7	1.4
SHARE AUDIENCE %	10	11	12	11	13	12	12

PAY SERVICES

AVERAGE AUDIENCE	4.4	4.1	3.3	3.3	2.8	2.4	2.2
SHARE AUDIENCE %	11	12	11	14	15	16	18

U.S. TV HOUSEHOLDS: 88,600,000
(1) WNTR OLYMS-SAT-11:30PM-2:(PAE),ABC,(11:43-12:13),(S)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	60.4	62.9	64.6	66.9	68.6	69.7	69.8	71.1	70.6	69.8	69.0	68.1	65.1	63.6	62.1	58.5	49.6	43.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	15,150																	
	17.1	13.8 *		15.3 *		17.3 *		17.5 *	19.3 *	18.6 *	17.7 *		17.0 *					
%	26	22 *		23 *		25 *		25 *	27 *	27 *	28 *		28 *					
%	13.8	13.9	14.5	16.1	17.7	16.8	17.5	17.5	19.8	18.9	18.4	18.7	17.8	17.5	17.0	16.9		

WNTN OLYMS-SUN-7:00PM-2
(PAE)

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	17,900				16,830				13,290									
	20.2	19.7 *		20.7 *	19.0	18.3 *		19.8 *	15.0	15.8 *		15.3 *	14.8 *		13.9 *		3,190	
%	32	32 *		32 *	27	26 *		28 *	23	23 *		22 *	23 *		23 *		3.6	
%	19.1	20.3	21.0	20.3	17.9	18.8	19.9	19.6	15.7	15.9	15.4	15.2	15.4	14.3	14.4	13.3	3.6	

60 MINUTES

MURDER, SHE WROTE

CBS SUNDAY MOVIE
BRING ME THE HEAD
OF DOBBIE GILLIS
(PAE)

CBS
SUNDAY
NEWS

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	10,630				16,480		15,060		15,860									
	12.0	11.0 *		13.1 *	18.6		17.0		17.9	18.6 *		18.2 *	17.6 *		17.3 *			
%	19	18 *		20 *	27		24		27	26 *		27 *	27 *		29 *			
%	10.2	11.7	12.2	13.9	18.1	19.1	16.5	17.6	19.0	18.3	18.6	17.9	17.7	17.5	17.6	17.0		

OUR HOUSE

FAMILY TIES

MY TWO DADS

J.CLAVELL'S NOBLE HOUSE-1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	14.5		15.0		12.2		12.7		12.1		12.2		9.7		8.7		7.0	
	24		23		18		18		17		18		15		14		15	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.5		3.6		3.0		2.6		3.8		3.8		2.9		2.7		1.6	
	6		5		4		4		5		6		5		4		3	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.8		2.2		3.7		4.2		2.9		2.9		1.8		1.5		1.5	
	3		3		5		6		4		4		3		2		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.5		4.3		4.2		4.3		4.8		4.9		4.6		4.2		3.4	
	7		7		6		6		7		7		7		7		7	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.3		2.2		2.8		3.2		5.9		5.4		5.8		4.5		3.0	
	4		3		4		5		8		8		9		7		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.21, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.0	31.4	26.1	23.9	21.0	19.3	16.6	14.7	13.2	11.6	9.9	9.1	8.2	7.5

ABC TV

WNTN OLYMS
SUN-11:30PM-
2

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,470	2,220
SHARE AUDIENCE	%	7.3	2.5
AVG. AUD. BY 1/4 HR	%	22	15
	%	7.9	6.7
			2.5

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

NBC TV

(2) (PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,590
SHARE AUDIENCE	%	1.8
AVG. AUD. BY 1/4 HR	%	5
	%	1.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.1	5.1	4.2	3.1	2.7	2.1	1.6
SHARE AUDIENCE %	21	20	21	20	22	22	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.4	1.1	0.9	1.1	0.9	0.7
SHARE AUDIENCE %	5	6	5	6	9	9	9

PBS

AVERAGE AUDIENCE	1.7	1.1	0.6	0.2	0.1	0.1	0.1
SHARE AUDIENCE %	5	4	3	1	1	1	1

CABLE ORIG.

AVERAGE AUDIENCE	2.9	2.6	2.3	2.1	1.6	1.2	1.1
SHARE AUDIENCE %	9	10	11	13	13	13	14

PAY SERVICES

AVERAGE AUDIENCE	3.0	2.4	2.2	1.9	1.8	1.8	1.6
SHARE AUDIENCE %	9	10	11	12	15	19	21

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN., ABC, (12:00-12:15)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

A-20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.15-19,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.1	9.6	12.2	14.7	17.3	19.5	20.9	21.3	22.1	23.3	23.9	24.2	25.3	26.2	26.3	26.2	25.0	25.4

ABC TV

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	1,190		1,840	3,900	4,080
SHARE AUDIENCE	1.3		2.1	4.4	4.6
AVG. AUD. BY 1/4 HR	14		14	20	19
	1.3		2.1	4.4	4.3
					4.5
					4.7

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (Hhlds (000) & %)		1,170		1,970		2,110	1,910
SHARE AUDIENCE		1.3		2.2		2.4	2.2
AVG. AUD. BY 1/4 HR		12		11		10	9
		1.2	1.5	2.3	2.2	2.3	2.5
							2.0
							2.3

NBC TV

	NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhlds (000) & %)	1,670		4,200	4,410	2,960
SHARE AUDIENCE	1.6		4.7	5.0	3.3
AVG. AUD. BY 1/4 HR	18		22	21	13
	1.6	2.2	4.7	4.9	3.3
				5.0	3.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.8	3.7	5.7	6.7	6.9	7.0	5.9	5.8	6.2
SHARE AUDIENCE %	21	27	31	32	30	29	23	22	25

SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.3	1.9	2.0	2.1	2.1	1.8	1.7	1.8
SHARE AUDIENCE %	10	10	10	9	9	9	7	7	7

PBS

AVERAGE AUDIENCE	0.1	0.1	0.4	0.7	1.0	1.2	1.3	1.4	1.2
SHARE AUDIENCE %	1	1	2	3	4	5	5	5	5

CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.5	1.8	1.8	2.1	2.5	2.5	2.5	2.6
SHARE AUDIENCE %	15	11	10	8	9	10	10	9	10

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.8	1.0	1.0	1.1	1.0	1.1	1.0	1.1
SHARE AUDIENCE %	9	6	5	5	5	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,(PAE),ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	25.8	25.9	25.8	26.4	26.4	27.2	28.3	29.3	30.0	31.0	32.0	32.8	31.7	31.6	30.5	30.8	30.8	31.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS? M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

3,100
3.5
13
3.4

2,390
2.7
10
2.7

2,390
2.7
9
2.6

3,810
4.3
14
4.2

7,190
8.1
25
7.5

7.8
24
8.1

*
*
8.4

8.4
26
8.4

7,210
8.1
26
8.0

8.1
26
8.1

*
*
8.1

8.2
26
8.3

*
*
8.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NEW CARD SHARKS

PRICE IS RIGHT 1 (M-W-F)(PAE)

PRICE IS RIGHT 2 (PAE)

← YOUNG AND THE RESTLESS →

BOLD AND THE BEAUTIFUL (TUE-FRI)(PAE)

← AS THE WORLD TURNS (TUE-FRI)(PAE) →

2,550
2.9
11
2.7

3.0
5.0
20
5.5

4,670
5.3
20
6.3

5,850
6.6
25
6.9

7,110
8.0
27
7.5

7.7
27
8.0

*
*
8.2

8.3
27
8.3

*
*
5.4

4,780
5.4
18
5.5

6,070
6.9
23
6.6

6.7
22
6.9

*
*
6.9

7.0
23
7.0

*
*
7.0

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

← DAYS OF OUR LIVES →

← ANOTHER WORLD (PAE) →

3,510
4.0
15
3.9

4.0
6.4
24
4.0

5,780
6.5
24
6.4

4,540
5.1
19
5.0

3,460
3.9
14
3.8

4,410
5.0
16
4.0

6,910
7.8
24
7.4

7.5
23
7.7

*
*
8.1

8.1
26
8.1

4,910
5.5
18
5.7

5.6
18
5.5

*
*
5.5

5.5
18
5.5

*
*
5.5

5.5
18
5.5

*
*
5.5

5.5
18
5.5

*
*
5.5

5.5
18
5.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2
24

5.3
20

5.4
20

5.6
19

6.4
21

5.9
18

6.4
20

6.5
21

6.8
22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9
7

1.8
7

1.7
6

1.8
6

2.0
7

1.7
5

1.9
6

1.8
6

2.0
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
4

0.8
3

0.8
3

0.9
3

1.0
3

1.0
3

1.0
3

0.8
2

0.8
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5
10

2.8
11

2.8
11

2.9
10

2.8
9

2.9
9

3.1
10

3.5
11

3.6
12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
4

1.2
4

1.4
5

1.5
5

1.5
5

1.3
4

1.2
4

0.9
3

1.0
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.3	32.2	33.1	34.2	35.0	37.2	39.2	41.2	42.2	44.4	45.6	48.0	54.1	55.8	57.1	59.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL →

8,190
9.2 9.0 * 9.5 *
28 28 * 29 *
8.9 9.1 9.3 9.8

ABC WORLD
NEWS TONIGHT

10,600
12.0
21
11.7 12.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT
(TUE-FRI)(PAE) →

5,670
6.4 6.4 * 6.4 *
20 21 * 20 *
6.5 6.4 6.4 6.4

CBS EVENING
NEWS-RATHER

9,820
11.1
19
11.0 11.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA →

4,410
5.0 4.9 * 5.1 *
15 16 * 15 *
4.9 4.9 5.0 5.2

NBC NIGHTLY
NEWS

8,820
10.0
18
9.8 10.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.2 8.2 9.1 10.6 11.7 13.0 15.6 16.9
23 24 25 26 27 28 28 29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0 2.3 2.4 2.9 3.1 3.4 3.5 3.6
6 7 7 7 7 7 6 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8 0.8 1.1 1.2 1.4 1.3 1.4 1.4
2 2 3 3 3 3 3 2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0 4.3 4.1 4.2 4.2 4.3 4.8 5.7
13 13 11 11 10 9 9 10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 1.2 1.2 1.3 1.3 1.3 1.5 1.6
3 4 3 3 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.7	9.1	11.4	13.9	16.6	18.8	21.2	23.3	25.5	27.9	29.2	30.1	30.4	31.3	32.0	32.9	32.9	33.5

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS I(B)	REAL GHOSTBUSTERS II(B)	BUGS BUNNY & TWEETY SHOW
2,220	3,010	4,160	4,250	3,720	4,520	4,780
2.5	3.4	4.7	4.8	4.2	5.1	5.4
14	15	18	16	13	16	16
2.2	2.8	3.2	3.6	4.5	5.0	5.3

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,040	3,460	4,610	5,320	5,580	4,160	3,990
2.3	3.9	5.2	6.0	6.3	4.7	4.5
13	17	19	20	20	15	14
2.2	2.4	3.6	4.2	6.0	4.7	4.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN PAE	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,540	4,700	5,230	6,200	6,020	6,200	4,780
4.0	5.3	5.9	7.0	6.8	7.0	5.4
23	24	22	24	22	22	16
3.5	4.6	5.1	5.5	6.9	6.7	5.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6 31	3.7 29	4.4 25	5.2 23	5.2 19	5.5 19	6.5 21	7.3 23	7.7 23
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SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 13	1.5 12	1.7 10	2.1 9	1.6 6	1.4 5	1.6 5	1.9 6	2.3 7
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PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 1	0.2 2	0.6 3	1.0 4	1.3 5	1.5 5	1.3 4	1.9 6	2.1 6
----------	----------	----------	----------	----------	----------	----------	----------	----------

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6 19	2.4 19	2.6 15	2.8 13	3.8 14	4.2 14	5.1 17	5.0 15	5.0 15
-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2 14	1.3 10	1.4 8	1.5 7	1.7 6	1.6 5	1.4 5	1.5 5	1.9 6
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	33.1	32.7	32.3	33.2	34.2	34.8	35.4	36.0	36.1	36.7	37.1	37.8	37.9	38.3	37.9	38.8	39.8	40.5

ABC TV

FLINTSTONE
KIDS(B)WNTR OLYMS-SAT-12:00N-2
(12:00-6:00)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,270		8,770														
		3.8		9.9	6.7 *			8.4 *		9.4 *	11.4 *	12.0 *		12.4 *		10.5 *		10.1 *
SHARE AUDIENCE %	%	13		26	20 *			24 *		26 *	31 *	32 *		33 *		27 *		25 *
AVG. AUD. BY 1/4 HR	%	3.8	3.7	6.1	7.2	8.4	8.4	9.3	9.5	11.1	11.7	12.0	12.1	12.4	12.4	11.0	10.1	9.8

CBS TV

DENNIS THE
MENACE

TEEN WOLF

GALAXY HIGH
SCHOOLCBS NCAA BASKETBALL-SAT
GEORGETOWN VS PITTSBURGH
ARIZONA VS UCLA
(2:00-4:21)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,720		2,750		2,390					3,460							
		4.2		3.1		2.7					3.9	3.5 *		3.2 *		3.5 *		4.4 *
SHARE AUDIENCE %	%	13		9		8					10	9 *		8 *		9 *		11 *
AVG. AUD. BY 1/4 HR	%	4.4	4.1	3.2	3.0	2.6	2.9				3.5	3.5	3.4	2.9	3.2	3.7	4.4	4.4

NBC TV

NEW ARCHIES

FOOFUR
(PAE)

I'M TELLING

NBC COLLEGE BSKBL SAT
KENTUCKY VS FLORIDA
(2:30-4:40)(PAE)

AVERAGE AUDIENCE	{	3,900		2,840		2,220						1,860						
(Hhlds (000) & %)	{	4.4		3.2		2.5						2.1	1.6 *		2.2 *		1.9 *	
SHARE AUDIENCE	%	13		10		7						5	4 *		6 *		5 *	
AVG. AUD. BY 1/4 HR	%	4.4	4.4	3.1	3.4	2.4	2.5					1.5	1.7	2.1	2.2	2.0	1.9	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.6		7.7		8.0		8.6		9.2		9.2		10.0		11.4		12.4
SHARE AUDIENCE %	23		23		23		24		25		25		26		30		31

SUPERSTATIONS

AVERAGE AUDIENCE	2.1		2.2		2.0		2.1		2.3		2.3		2.5		3.4		3.7
SHARE AUDIENCE %	6		7		6		6		6		6		7		9		9

PBS

AVERAGE AUDIENCE	2.2		1.9		2.0		2.1		2.1		2.4		2.6		2.5		2.4
SHARE AUDIENCE %	7		6		6		6		6		6		7		7		6

CABLE ORIG.

AVERAGE AUDIENCE	5.2		5.4		5.5		5.9		6.1		6.2		6.0		6.5		7.0
SHARE AUDIENCE %	16		16		16		17		17		17		16		17		17

PAY SERVICES

AVERAGE AUDIENCE	2.3		2.8		3.2		3.1		2.6		2.6		2.7		2.6		2.6
SHARE AUDIENCE %	7		9		9		9		7		7		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-30 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 20, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	40.4	40.7	40.9	41.4	41.1	41.8	43.3	44.7	46.6	48.1	49.3	49.9						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WNTR OLYMS-SAT-12:00N-2
(12:00-6:00)

ABC WRLD NEWS
TONIGHT-SAT

	9.5	*		9.8	*		9.5	*		9.5	*		8,860					
	23	*		24	*		23	*		22	*		10.0					
	9.4	9.5	9.9	9.8	9.8	9.3	9.2	9.7					19					
													9.6	10.3				

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

CBS NCAA BASKETBALL-SAT 2
DUKE VS KANSAS
(4:21-6:32)(PAE)

CBS SAT. NEWS-
SCHIEFFER
(6:32-7:00)(PAE)

	3,900			3.9	*		4.0	*		4.5	*		4,430					
	4.4			9	*		10	*		10	*		5.0					
	5.4	3.8	3.8	4.1	4.0	3.9	4.2	4.8	5.2	5.5	4.9	5.2						

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(2)

ANDY WILLIAMS GOLF-SAT
(4:40-6:00)(PAE)

NBC NIGHTLY
NEWS-SAT.

	2.2	*	3,190	2.9	*		3.6	*		4.1	*		7,180					
	5	*	3.6	7	*		9	*		9	*		8.1					
	1.9	2.5	2.7	3.0	3.6	3.5	3.9	4.2					16					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.3		12.8		12.7		13.3		13.2		14.2
30		31		31		30		28		29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8		3.9		3.5		3.3		3.6		4.1
9		9		8		8		8		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.7		2.6		2.7		2.5		2.2
7		7		6		6		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.3		7.4		7.1		8.2		7.8		7.0
18		18		17		19		16		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		2.8		2.9		2.8		2.4		2.5
7		7		7		6		5		5

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NCAA BASKETBALL-SAT, GEORGETOWN VS PITTSBURGH/ARIZONA VS UCLA,,(PAE),CBS,(2:00-4:21)
(2) NBC COLLEGE BSKBL SAT,KENTUCKY VS FLORIDA,(PAE),NBC,(2:30-4:40)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.8	8.0	9.1	10.8	13.4	16.1	19.7	21.6	23.9	26.1	26.8	27.9	29.1	30.3	31.0	31.2	32.4	33.5

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS
WORLD(B)← THIS WEEK-DAVID BRINKLEY →
(B)WNTR OLYMS
SUN-11:00AM-
(11:00-6:00)

350 ^	1,330		11,430
0.4 ^	1.5	1.4 *	1.6 *
2 ^	5	5 *	5 *
0.3 ^	0.4 ^	1.4	1.5
		1.4	1.7
			5.6
			7.1

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,370			1,950
3.8	3.3 *	3.9 *	4.4 *
14	13 *	14 *	15 *
3.0	3.5	3.7	4.0
			4.2
			4.6
			2.3
			2.1

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,860			2,220
2.1	1.7 *	2.3 *	2.2 *
10	11 *	11 *	8 *
1.5	1.8	2.4	2.2
			2.2
			2.2
			2.5
			2.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	3.1	5.1	7.3	7.8	9.1	9.9	10.9	11.1
26	31	35	35	31	33	33	35	34

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4 ^	0.8	2.0	2.7	2.6	3.0	3.1	3.5	4.0
5 ^	8	14	13	10	11	10	11	12

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 v	0.6 ^	1.3	1.5	2.1	2.2	1.7	1.6	1.7
1 v	6 ^	9	7	8	8	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	1.9	2.7	4.0	5.1	5.1	5.9	6.1	5.6
20	19	18	19	20	19	20	20	17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.3	1.6	2.0	2.3	2.5	2.8	3.0	2.8
15	13	11	10	9	9	9	10	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	33.9	34.0	35.1	36.2	36.9	37.2	37.6	38.7	40.2	40.9	40.4	40.5	40.8	41.7	42.5	42.8	42.8	42.5

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

WNTR OLYMS-SUN-11:00AM-2 (11:00-6:00)																										
	8.3 25	*		11.0 31	*		11.7 32	*		13.7 36	*		14.6 36	*		15.3 38	*		14.8 36	*		15.8 37	*		14.0 33	*
7.9	8.6		10.6	11.4		11.6	11.9		13.4	13.9		14.2	14.9		15.5	15.0		14.8		15.7	16.0		14.4	13.7		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS NCAA BASKETBALL-SUN													
INDIANA VS. PURDUE (1:30-3:41)(PAE)													
(1)													(2)
	1,510	3,540										5,670	
	1.7	4.0	3.0	*		3.8	*		3.5	*	5.0	* 6.4	5.3 *
	4	10	7	*		9	*		8	*	12	* 14	12 *
	1.8	1.7	2.9		3.1	3.7	3.8	3.5	3.5	4.4	5.5	4.9	5.5

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NBC COLLEGE BSKBL SUN TEMPLE VS NORTH CAROLINA (1:00-3:09) (PAE)										SPORTSWORLD (3:09-4:00) (PAE)			
3,810										2,920			
4.3	3.6	*		4.4	*	4.0	*	5.1	*	3.3	3.0	*	3.4
11	9	*		11	*	10	*	12	*	8	7	*	8
3.3	3.9	4.4		4.4	3.6	4.3	5.0	5.1	3.0	3.0	3.0	3.6	3.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

11.3 33	10.8 30	11.6 31	10.7 28	11.1 27	10.6 26	11.1 27	11.4 27	11.9 28
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SUPERSTATIONS

	AVERAGE AUDIENCE SHARE AUDIENCE %
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4.0 12	4.0 11	4.2 11	3.3 9	3.3 8	3.2 8	3.5 8	3.3 8	3.4 8
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PBS

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

1.6 5	1.3 4	1.5 4	1.2 3	1.3 3	1.2 3	1.5 4	1.8 4	2.1 5
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CABLE ORIG.

	AVERAGE AUDIENCE SHARE AUDIENCE %
1	10.0
2	10.0
3	10.0
4	10.0
5	10.0
6	10.0
7	10.0
8	10.0
9	10.0
10	10.0
11	10.0
12	10.0
13	10.0
14	10.0
15	10.0
16	10.0
17	10.0
18	10.0
19	10.0
20	10.0
21	10.0
22	10.0
23	10.0
24	10.0
25	10.0
26	10.0
27	10.0
28	10.0
29	10.0
30	10.0
31	10.0
32	10.0
33	10.0
34	10.0
35	10.0
36	10.0
37	10.0
38	10.0
39	10.0
40	10.0
41	10.0
42	10.0
43	10.0
44	10.0
45	10.0
46	10.0
47	10.0
48	10.0
49	10.0
50	10.0
51	10.0
52	10.0
53	10.0
54	10.0
55	10.0
56	10.0
57	10.0
58	10.0
59	10.0
60	10.0
61	10.0
62	10.0
63	10.0
64	10.0
65	10.0
66	10.0
67	10.0
68	10.0
69	10.0
70	10.0
71	10.0
72	10.0
73	10.0
74	10.0
75	10.0
76	10.0
77	10.0
78	10.0
79	10.0
80	10.0
81	10.0
82	10.0
83	10.0
84	10.0
85	10.0
86	10.0
87	10.0
88	10.0
89	10.0
90	10.0
91	10.0
92	10.0
93	10.0
94	10.0
95	10.0
96	10.0
97	10.0
98	10.0
99	10.0
100	10.0

5.4 16	5.3 15	5.3 14	5.3 14	5.2 13	5.1 13	5.3 13	5.2 12	5.4 13
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	1,000,000	1.0
1981-82	1,000,000	1.0
1982-83	1,000,000	1.0
1983-84	1,000,000	1.0
1984-85	1,000,000	1.0
1985-86	1,000,000	1.0
1986-87	1,000,000	1.0
1987-88	1,000,000	1.0
1988-89	1,000,000	1.0
1989-90	1,000,000	1.0
1990-91	1,000,000	1.0
1991-92	1,000,000	1.0
1992-93	1,000,000	1.0
1993-94	1,000,000	1.0
1994-95	1,000,000	1.0
1995-96	1,000,000	1.0
1996-97	1,000,000	1.0
1997-98	1,000,000	1.0
1998-99	1,000,000	1.0
1999-00	1,000,000	1.0
2000-01	1,000,000	1.0
2001-02	1,000,000	1.0
2002-03	1,000,000	1.0
2003-04	1,000,000	1.0
2004-05	1,000,000	1.0
2005-06	1,000,000	1.0
2006-07	1,000,000	1.0
2007-08	1,000,000	1.0
2008-09	1,000,000	1.0
2009-10	1,000,000	1.0
2010-11	1,000,000	1.0
2011-12	1,000,000	1.0
2012-13	1,000,000	1.0
2013-14	1,000,000	1.0
2014-15	1,000,000	1.0
2015-16	1,000,000	1.0
2016-17	1,000,000	1.0
2017-18	1,000,000	1.0
2018-19	1,000,000	1.0
2019-20	1,000,000	1.0
2020-21	1,000,000	1.0
2021-22	1,000,000	1.0
2022-23	1,000,000	1.0
2023-24	1,000,000	1.0
2024-25	1,000,000	1.0
2025-26	1,000,000	1.0
2026-27	1,000,000	1.0
2027-28	1,000,000	1.0
2028-29	1,000,000	1.0
2029-30	1,000,000	1.0
2030-31	1,000,000	1.0
2031-32	1,000,000	1.0
2032-33	1,000,000	1.0
2033-34	1,000,000	1.0
2034-35	1,000,000	1.0
2035-36	1,000,000	1.0
2036-37	1,000,000	1.0
2037-38	1,000,000	1.0
2038-39	1,000,000	1.0
2039-40	1,000,000	1.0
2040-41	1,000,000	1.0
2041-42	1,000,000	1.0
2042-43	1,000,000	1.0
2043-44	1,000,000	1.0
2044-45	1,000,000	1.0
2045-46	1,000,000	1.0
2046-47	1,000,000	1.0
2047-48	1,000,000	1.0
2048-49	1,000,000	1.0
2049-50	1,000,000	1.0
2050-51	1,000,000	1.0
2051-52	1,000,000	1.0
2052-53	1,000,000	1.0
2053-54	1,000,000	1.0
2054-55	1,000,000	1.0
2055-56	1,000,000	1.0
2056-57	1,000,000	1.0
2057-58	1,000,000	1.0
2058-59	1,000,000	1.0
2059-60	1,000,000	1.0
2060-61	1,000,000	1.0
2061-62	1,000,000	1.0
2062-63	1,000,000	1.0
2063-64	1,000,000	1.0
2064-65	1,000,000	1.0
2065-66	1,000,000	1.0
2066-67	1,000,000	1.0
2067-68	1,000,000	1.0
2068-69	1,000,000	1.0
2069-70	1,000,000	1.0
2070-71	1,000,000	1.0
2071-72	1,000,000	1.0

2.8 8	3.1 9	3.0 8	3.3 9	2.7 7	2.5 6	2.6 6	2.4 6	2.6 6
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U.S. TV HOUSEHOLDS: 88,600,000

(2) NBA ON CBS, DETROIT VS LA LAKERS, (PAE), CBS, (3:41-6:15)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.3	42.8	43.5	44.7	44.7	45.7	47.1	49.3	50.9	51.2	51.9	54.0						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WNTR OLYMS-SUN-11:00AM-2
(11:00-6:00)

ABC WRLD NEWS
TONIGHT-SUN

		12.6 *		12.3 *		14.5 *		16.0 *			10,450						
		30 *		28 *		32 *		33 *			11.8						
	12.8	12.4	11.9	12.6	14.2	14.9	15.6	16.4			22						
											11.7	12.0					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBA ON CBS
DETROIT VS LA LAKERS
(3:41-6:15)(PAE)

(1) (2)

		5.8 *		6.2 *		6.3 *		6.9 *	3,100	6,560							
		14 *		14 *		14 *		14 *	3.5	7.4							
	5.8	5.7	6.3	6.1	6.1	6.4	6.5	7.3	3.5	7.4							

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ANDY WILLIAMS GOLF-SUN

NBC NIGHTLY
NEWS-SUN

	3,190										7,090						
	3.6	2.8 *		3.4 *		3.9 *		4.4 *			8.0						
	8	7 *		8 *		9 *		9 *			15						
	2.6	2.9	3.3	3.5	3.7	4.0	4.2	4.6			7.8	8.1					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	13.1		13.3		12.9		13.3		14.0		15.6						
	31		30		29		28		27		29						

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.1		3.9		3.5		3.1		3.9		4.2						
	10		9		8		6		8		8						

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.0		2.1		1.6		1.5		1.6		1.7						
	5		5		4		3		3		3						

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	5.8		6.2		5.6		5.5		5.3		5.2						
	14		14		12		11		10		10						

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.8		3.2		3.1		3.0		3.4		3.7						
	7		7		7		6		7		7						

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS EVENING NEWS-SUNDAY, (8), (PAE), CBS, (6:00-6:15)
(2) CBS EVENING NEWS-SUNDAY, CBS, (6:15-6:30)

For explanation of symbols, See page B.